

Letter of Intent

Splash Water Parks





This Letter of Intent is provided by Splash Water Parks; an inflatable water park company in operation since 2014.

Splash Water Parks is comprised of Splash BC (British Columbia) and Splash ON (Ontario), these divisions of Splash Water Parks operate four locations in BC (Kelowna, Penticton, Peachland, Osoyoos) and two locations in Ontario (Barrie, Orillia).



CONTENTS

1	Executive Summary
2	Proven Ability
3	Management Team
4	Mission Statement
5	Equipment
6	On-Shore
7	Closing
8	2025 Equipment

This document is intended to express Penticton Water Park's interest to continue business operations of its inflatable water park located on Okanagan beach, Penticton - Doing business as Splash BC.

Closest Physical Water Park Address - 1010 Lakeshore Drive, Penticton

Company Mailing Address - 1836 Viewpoint Crescent, West Kelowna, V1Z 4E1

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Photo - Splash BC - Kelowna

Executive Summary

Until 2014 water recreation at popular Okanagan beaches and lakes had remained traditional, offering swimming access and the use of recreational watercraft. The family behind Splash Water Parks recognized the traditional patterns of the water recreation industry and saw an opportunity to provide something new, exciting and unique. Through detailed research with three key attributes in mind (quality, safety, and sustainability) Splash sought out a new amenity for its community.

With these goals in mind Splash discovered Wibit Sports, the leader in all aspects of the inflatable water park industry, Wibit's global reach, unmatched safety testing and leading product design made them the clear choice of equipment providers. Splash believes working with the best equipment company has provided the ability to successfully offer the best experience in bring a safe and exciting amenity to the Okanagan.

Through exclusive use of Wibit Sports equipment and the dedication of its management team, Splash has been able to expand its operations across four locations in British Columbia - Kelowna, Peachland, Penticton, Osoyoos and two locations in Ontario - Barrie and Orillia.

Accompanied by the highest safety tested equipment in the industry, Splash's devotion and outstanding customer service has allowed it to create amazing and meaningful memories for its customers throughout all locations. Splash believes that through positive interaction and physical activity, together we can create a lasting and positive impact for the youth of our local and tourist communities.

Proven Ability

Over eight years of operating Splash has been fortunate to provide a safe, active and memorable experiences to thousands of guests each summer while offering over 700 employment opportunities to locals. Splash is proud that its team is primarily comprised of youth ages 16-25, making the company one of the largest summer youth employers in its respective regions.

To ensure a safe environment for staff and guests Splash makes yearly investments in new equipment to [ensure equipment safety standards and quality is maintained](#) year after year. It is Splash's business philosophy and experience that carries out to all other locations to ensure key components such as, [continuity](#), [safety](#) and positive [community engagement](#) are maintained.

Continuity

Splash has been able to expand throughout six communities over two province, which allows for our customers to experience a water park activity with the comfort and safety of knowing they are under the care of a professional company with a long-standing history in its specific and unique field.

Multiple locations also provide strength in marketing, accessibility, customer familiarization, staff engagement and availability. These additional locations allow for customer perks such as user flexibility of our multi-day pass options.

Equipment Safety

Equipment is maintained to a high standard, passing daily inspections to ensure safety standards are met prior to guest use. This is in addition to a proactive approach to equipment replacement and feature implementation.

Safety

When reviewing the safety of an aquatic water park, risk mitigation, training and history must be taken into consideration.

Operator history within the industry is imperative to understanding the necessary logistics and training requirements to create a safe and secure environment.

The Customer must feel safe in their participation; in order to achieve this the customer must be familiar with the company and their level of experience.

In order to retain and advance Splash's safety record it implements certification minimums, water specific training, site specific training and in-service evaluations to ensure all team members are proficient in the skills required to maintain a safe environment for guests and themselves.

Community Engagement

Splash feels a close connection and responsibility to give back to its community through fundraising events and pass donations.

Splash has donated over \$26,000 to various charity foundations such as the KGH paediatrics wing, the KGH Not Alone program, Paws it Forward, and many more. Splash has also provided \$40,000 in pass donations to local non-profit organizations and events.

By striving to be a strong community partner Splash believes it can further expand its positive influence beyond its water park, creating a continuous and lasting beneficial impact.



Splash Water Parks, is the
official sign of summer!
- Global Okanagan

Management Team

Rylie Gallagher - Owner/Operator

Owner and operator of Splash BC Water Parks, Rylie has extensive experience within the water sports and aquatic water park industry. After opening the Kelowna Wibit Water Park in 2014, Rylie then spearheaded operations and expansion into Penticton, Peachland and Osoyoos, providing 85 local employment opportunities and accommodating thousands of customers each summer. With this experience Rylie has become the foremost leader within the aquatic water park industry in North America managing the largest operating company of its nature. This experience has provided Rylie opportunities to consult for the Lifesaving Society of Canada in creation of the operational standards and guidelines for all Canadian aquatic water parks, and provide his experience to assist aquatic water parks throughout North America, Mexico and Australia. Rylie's specialized knowledge of the aquatic water park industry is complimented by his involvement as a volunteer Fire Fighter, which provides knowledge and experience of emergency first-aid, along with how to effectively implement training and safety procedures.

Brittany Gallagher - Consultant

Through Brittany's drive and leadership, she was able to expand Splash BC's business model to Barrie, Ontario. Starting her operation in 2017, Brittany quickly made an impact in her new City and was awarded Barrie, Ontario's female entrepreneur of the year. Although Brittany is operating a water park outside of BC she still holds an important role on the advisory board and is a consistent testament to the business and management group started in 2014 with its first location in Kelowna, BC.

Carmen Bohanson - Head Manager

Joining the Splash BC team in 2020, Carmen is the newest member to the core management team and the only published author. With her education in business management and marketing, Carmen has proven to be a great addition to the team and currently manages Splash BC's South Okanagan operations.

Splash Water Parks is the sole and full-time focus of its ownership group, this dedication provides undivided attention to the success and growth of the company.

Mission Statement



By changing the traditional norms of water recreation Splash Water Parks provide a unique and safe experience for its customers, while creating a positive connection between fun, engaging activity and physical health for all ages.

Photo - Splash BC - Kelowna



Equipment

Throughout the past 10 years operating it's Wibit Water Park in Penticton, Splash has invested over \$750,000 in new Wibit equipment with an additional \$250,000+ in supporting hardware and safety equipment. This brings the total investment made in the Penticton location over **one million dollars** before application and lease fees. These investments are made to ensure Splash provides the absolute best in service, safety and features to it's Penticton location.

Wibit Water Park Layouts

Wibit Sports (equipment provider) offers a wide range of modular equipment that can be arranged in many different configurations that best suite each locations needs. These configurations include 'Kids Circuit' and Sports Park sizes ranging from Small to Extra Large. With total guest capacity ranging from 60-220+, Splash is uniquely positioned to accommodate all local and tourist demand.

Quick Look

- 1+ million in total investment
- 10 years in operation

Photo - 'Kids Zone' - Wibit Sports



Photo - Sports Par! "L" - Wibit Sports



Photo - Wibit Penticton



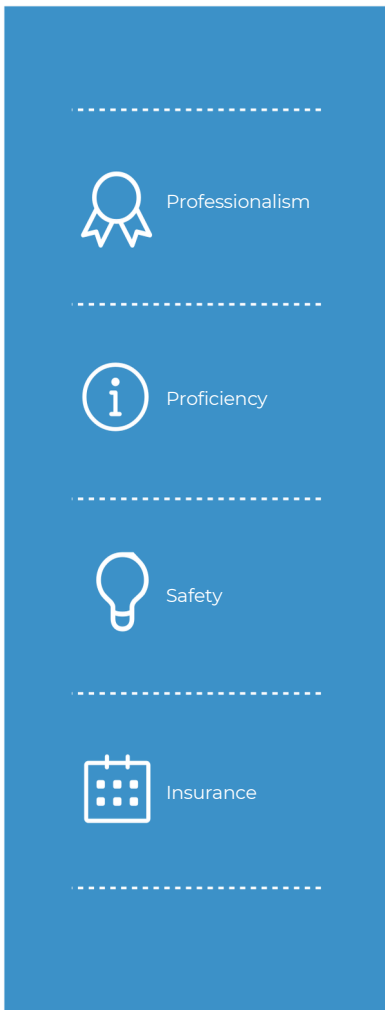


Photo - Splash BC - Penticton

Ticketing +Kiosk

Splash Water Parks temporary ticketing kiosk is a key feature of its overall equipment. This kiosk is designed to provide **professionalism, proficiency and safety** while maintaining the City's vision of its park land.

Professionalism

Entrusted with the care of all customers that participate on Splash Water Parks, it is very important to present a professional image and provide professional service.

Accessibility

Splash Water Parks is proud to support accessibility initiatives in multiple local municipalities. Our participation in implementing Mobi Mats and beach wheelchairs has significantly improved access and ease of use for individuals facing obstacles in public spaces.

Proficiency

Splash BC is passionate about improving its systems, throughout the past 10 years operating in Penticton Splash has been able to bring industry leading payment and check-in systems although it currently operates without a power utility.

Safety

Safety is the number one priority of Splash Water Parks and is essential to all aspects of the business. By utilizing a temporary kiosk Splash is able to increase its ability to provide a secure working environment, needed medical equipment and water rescue equipment storage.

Insurance

Special liability insurance adequate for this amenity type is unachievable without an extensive background of safe operation. This provides Splash with the ability to achieve the proper levels of insurance required by the City that others would not be able to obtain.

Closing

Consistency, perseverance and drive for excellence has led to Splash Water Parks success. But most importantly, it is the passion in what we are able to provide to our customers and to our team that drives our ongoing commitment to our business. Creating cherished memories and being a catalyst for individual growth, Splash Water Parks will always be a company focused on improving ourselves in order to lift up the ones around us.



2025 Equipment

Penticton

2025 Equipment 8

All 2025 purchases are not shown in this document.
2025 equipment investment - \$56.500
2025 startup expenses - \$45.000



NEW

The Peach

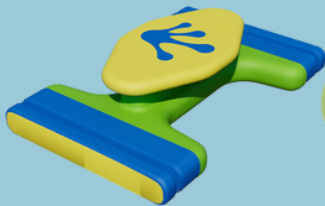
Standing 11.3ft tall, 'The Peach' is an exciting addition to the Penticton location that will feature a climbing wall and slide.



NEW

Matchball

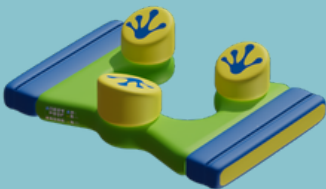
Enhance the team dynamic in your park with the MatchBall, inviting guests to a high-energy game on top of the water. It's all about balance – one wrong move, and visitors could be sent splashing by the incoming ball.



NEW

Wiggle Board

The WiggleBoard wobbles side to side, demanding guests to keep their balance to avoid a splash. This module challenges all fitness levels and puts their balancing skills to the ultimate test.



NEW

Quick Jump

Activate your fighting spirit and conquer our QuickJump like a true champion!



NEW

Balance Beam L

Are you ready to take your balancing skills to the next level? Step onto the 3,60 meter (11' 8") balancing surface and experience pure thrills!



Soon

Corner Swing

The CornerSwing offers two thrilling challenges for adventurers looking to swing across the water. On the inner side of the module, guests can leap over the water, while the outer side provides an adrenaline-pumping experience with climbing and swinging around the module's corner.



Soon

Level-Connect

The Level-Connect demands full engagement from your guests. To conquer the inclined module, they'll need the ultimate coordination, while the direct view of the water below adds an extra thrill. One misstep and Splash!

