

# SNÖ LOVE



## Year 'round fun

With an awesome splash & ski combination, Snö Cove looks to a bright future.

When a Philadelphia-based partnership called Snö Mountain LP purchased the Montage Mountain Ski Resort in Scranton, Penn., the owners had two goals in mind.

The first goal was to bring back quality skiing to a resort that was lost for so many years when the facility was owned by a county struggling through sour financial times. The second—and, as it turns out, more complicated goal—was to introduce a first-rate waterpark and make the resort a year-round destination.

Easier said than done. But by the time the rock was blasted and the paint had dried, one of the nation's newest family-oriented waterparks and ski resorts had emerged on the scene.

Today, Snö Cove occupies more than 25 acres in the scenic Pocono Mountain region. Located in Scranton, Penn., Snö Cove is located within a two-hour drive of both Philadelphia and New York City. Operating from Memorial Day until Labor Day, Snö Cove is designed for family fun, allowing parents to relax and supervise their children while the kids enjoy the day. The park boasts a range of attractions designed to allow children and adults of all ages to enjoy a fun-filled day.

But before the fun came some heavy lifting and tough sledding.

Developers of “Snö Mountain,” as it was renamed following the November 2006 sale, planned to open “Snö Cove” in the summer of 2007. That, as they found out, was wishful thinking. As one general contractor gracefully put it, “This was a construction nightmare.”

Located at the top of a mountain, everyone knew that rock would be a problem. Rock had to be blasted in order to locate the rides on the proper grade, which in



# in the Poconos

turn led to drainage problems. Retaining walls had to be added and rides had to be moved to locations where ground problems were minimal. Did we forget to mention that the waterpark is on a ski resort? Rides had to be moved so as not to interfere with the daily operations of the ski resort. More importantly, ride designs had to be modified, and rides had to be redesigned to allow the resort to operate efficiently during the winter and summer seasons.

The project pushed on through 2008, which saw record-breaking rains in the beginning of the construction season, slowing the pace of construction activity. More bad weather followed, and financial demands increased with each delay. Despite the woe, Snö Cove opened in July of 2009.

## *Time to smile*

In deciding what attractions Snö Cove would feature during its opening season, the resort hired Aquatic Management Group. Consultants agreed to choose rides that best fulfilled a variety of criteria including wide appeal, high capacity and top-drawer safety.

As a new waterpark, Snö Cove needed attractions that would appeal to both children and adults. The initial attractions also needed to have high per-hour capacities in order to ensure that visitors spent as much of their time as possible enjoying the rides and not waiting in line.

Attractions such as the leisure river, wave pool, “Tornado” and speed slides all appeal to a large range of people, as well as serving high capacities. Attractions such as the Zip Rider, the bumper boats and the batting

cages appeal to a more specific age group and have lower capacities.

As well as targeting families, Snö Cove welcomes groups, camps, tours and schools. The park has a corporate picnic area inside the park designed to be secluded, but close enough to the center of the park to be convenient. The park is also rented for parties, weddings and after-hours events on an hourly basis.

## *Mountain-top fun*

Snö Cove offers both wet and dry attractions. The wet attractions are highlighted by the six-story “Tornado,” and the dry attractions are highlighted by the Zip Rider, which starts at the top of the 60-foot mountain and travels a half mile over the slopes and through the waterpark.

Attractions at Snö Cove feature a winter theme. The Alpine Run Waterslide Complex consists of two open-air, twisting body slides and one covered tube slide. This complex was originally built in 1991, but it has been completely redone and is located in the central part of the park.

The first ride to be completed was the “Iceburg Alley Luge,” an eight-lane mat racer by ProSlide Technology. Originally designed to sit on ground level with a five-story access tower, the slide was modified to better suit the terrain. The ride now fits nicely into the side of the mountain and is surrounded by massive retaining walls. The entrance to the ride, originally projected at five stories, now sits just eight feet off the ground.

Next to be constructed was the “Cross Country Canal leisure river.” The 1,500-foot ride consists of twists and turns, two islands, sprayers and a tipping bucket.

# Details

## Snö Cove at Snö Mountain

1000 Montage Mountain Rd.

Scranton, PA 18507

www.snocove.com

1-800-GOT-SNOW

**Owners:** Denic Carlson & Ed Reitmeyer

**Admission prices:** \$29.95 all day

**Dates open:** Memorial Day – Labor Day

**Size/Acres:** 25 acres

**Capacity:** 10,000

**Number of employees:**

Year-round: 22; Seasonal: 150

**Clientele (local vs. tourist):** 50/50

**Future expansion plans:** New attractions planned for 2011 and beyond.

**Planned manufacturer:** ProSlide Technology

**Unique park programs:** Children's Counseling Program; corporate outings; birthday parties; weddings.

**Staff retention programs or in-service programs:** In-service training provided by Ellis & Associates; first aid training, security and fire prevention training provided.

# Suppliers

**Development/Design:** Scandale & Associates; Pennoni & Associates

**Consultants:** Aquatic Management Group

**Construction:** Scandale & Associates

**Waterslides:** ProSlide Technology

**Wave pool:** Family Fun Corp.

**Wave generator:** Murphy's Waves Limited

**Raft/Tubes/Mats:** Zebec

**Children's equipment:** Family Fun Corp.; Creative Design Inc.

**Furniture:** W.B. Mason

**Lockers:** W.B. Mason

**Pool and/or deck coatings:** Family Fun Corp.

**Filtration equipment:** Astral Sand Filters

**Pumps:** PACO/Grundfos

**Chemical controllers:** CAT

**Admission system:** Micros

**Food/Equipment:** Concessions, Plus Inc.

**Uniforms:** Water Safety Products

**Other:** Lochinvar Pool Heater (heaters); Ellis & Associates (lifeguard training)



## Snö Cove has left room for expansion and hopes to add an additional water feature each season beginning in 2011.

Immediately following completion of the leisure river, work began on the "Baby Moose Watering Hole" and "Polar Bear Pond." This children's activity center is the centerpiece of the layout and continues the winter theme with polar bear slides. Also included in the two-foot deep wading area is a giant mushroom, sprayers and geysers. A giant tipping bucket is to be installed in 2010.

"Snö Cove Beach" is a wave pool, complete with state-of-the-art wave generation equipment capable of making eight different types of waves. Again, the rock had to be blasted and massive retaining walls had to be constructed to create the pools. At the start of the project, developers feared the retaining walls would ruin the ambiance of the waterpark, but they discovered the walls complement the natural look of the mountain and have created a natural connection between the surrounding terrain and the waterpark.

Towering next to the wave pool and visible from Interstate 81 is our signature ride, the "Tundra Tornado," a six-story tall, two- or four-person funnel-shaped raft ride by ProSlide Technology that takes your breath away. Snö Cove has left room for expansion and hopes to add an additional water feature each season beginning in 2011.

Dry attractions include an 18-hole miniature golf course and a state-of-the-art baseball/softball batting cage. Each attraction is included in the general price of admission. Guests are treated to a scenic view while riding a chair lift down the mountain to the "Arctic Splash Bumper Boat Pond." The pond is complete with 60 bumper boats that have the ability to squirt water. The bumper boat pond is unique in the fact that it sits in a natural body of water that is secluded at the base of the mountain. The chair lift that services the pond was originally designed just for visitors going up during the ski season. It was completely redesigned and modified in order to allow safe and secure downhill rides.

Snö Cove hosts a Zip Rider, the longest and highest of its kind in the Mid-Atlantic region. It features four zip lines running from the top of mountain, down over the waterslides and lodge. Guests take a scenic 12-minute lift ride to the top of the mountain. After unloading, visitors climb the eight-story tower to the top of the Zip

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Snö Cove also features skiing, bumper boats and mini-golf.



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Rider. Once on top, they climb into one of the four zip chairs and a harness secures them in place. As the anticipation builds while waiting for the gates to open, guests can bask in the breathtaking view of the Scranton-Wilkes Barre Valley. And when the gates do open, visitors get to experience speeds of 60 miles per hour on the ride that races down the mountain over the entire waterpark and lodge and stops in the main parking lot where the day began.

### *Quality food fast*

Another way to make sure customers are satisfied is to provide a quality and affordable dining experience. Providing quality food fast also requires catering to a discriminating set of taste buds and a wide variety of people of all ages. In order to provide customers with a variety of choices, Snö Cove offers several different dining experiences.

For the family looking for a quick meal, the main lodge houses the Snö Café, where guests can grab a tray and fill it with a wide variety of foods. Adjacent to the Snö Café is the Snö Grille, which is a full sports bar and grill. For customers just looking for a quick drink or snack, the lodge is surrounded by a deck overlooking the waterpark with a Tiki bar. Two full-sized Tiki bars are located inside the park, and the islands in the leisure river are fully serviced by our wait staff. Cabanas for daily rental are also available throughout the park and are fully serviced by the wait staff.

### *Future looks bright*

While the construction of the waterpark took longer than expected, the result of the delays and modifications was a waterpark well suited to the terrain and beautifully integrated into the surrounding mountain. Snö Cove is looking forward to its first full season of operation in 2010, building on the solid reviews it received from visitors in its shortened 2009 season.

For more information of Snö Cove please visit [www.snocove.com](http://www.snocove.com) 