



## Contact information.

**James Franks**  
**Vice President of Franchise Recruitment**  
james.franks@UrbanAirParks.com  
+1-817-980-7568 Mobile

**Ken Phipps**  
**Senior Director of Franchise Recruitment**  
ken.phipps@UrbanAirParks.com  
+1-469-363-4100 Mobile

## Business basics.

<b>Industry</b>	Family Entertainment	<b>Year Started Franchising</b>	2014
<b>Year Business Started</b>	2011	<b>Franchise Units Opened</b>	133
<b>Number of Company Units Open</b>	2	<b>Total Initial Investment Range \$</b>	\$2,992,600 – \$4,670,145
<b>Locations Under Development</b>	70+	<b>Multi-Unit Ownership Remote Ownership</b>	49% 50%
<b>Franchise Fee/Territory Fee</b>	\$75,000	<b>Required Liquid Capital \$</b>	\$600,000 Minimum
<b>Required Net Worth \$</b>	\$1.5 Million Minimum	<b>Available Internationally</b>	Yes
<b>SBA Registry?</b>	Yes	<b>Veteran Discount</b>	Yes
<b>Average Unit Volume</b>	\$2,356,504	<b>Median EBITDA</b>	\$665,218 (31%)

Currently not offering franchises in: MT, ID, WY, NV, NE NM, WV, ME, AK, HI, DC

*Disclaimer: This is not an offer to sell a franchise. An offer can only be made in applicable states with authorized documentation. Financial data shown is per our 2020 FDD.*

For Franchise Information, visit

[urbanairfranchise.com](http://urbanairfranchise.com)

# Who is Urban Air Adventure Park?

Urban Air is the market leader of full-service, family entertainment centers, offering a wide variety of attractions and interactive technology that is second to none. We provide a multi-activity experience at each facility, giving guests curated experiences that allow them to be active without screens. From rock-climbing walls and warrior courses to soft play playgrounds and indoor sky diving, to our fast casual café, guests can experience a mix of activities that go well beyond trampolines.



# Why choose Urban Air Adventure Park?

Research shows today's U.S. consumer is motivated by creating experiences for their families, rather than material things. We understand that guests come to escape, celebrate and connect, and we've built our model around these inspiring concepts.

In addition, Urban Air is committed to nonstop innovation. We're relentless in our pursuit of new ways to help franchisees connect with their local market and run their parks more efficiently. From patented technology to market-shattering attraction innovation, to building an easy-to-execute fast and casual café inside a theme park, Urban Air is and will continue to be the most innovative brand in the industry.

From our senior executive leadership to our park operational teams, we are contentiously searching for new and creative ways to be on the cutting edge in sales & marketing, technology, food & beverage, attractions, training, driving customer loyalty, ongoing revenue through memberships, and more.

With a proven track-record of success and financing options available, Urban Air is proving to be the investment of choice for experienced Franchise Business Operators, Entrepreneurs, Investors and Individuals/ Executives who are looking for a path to leave corporate life.

For Franchise Information, visit

[urbanairfranchise.com](http://urbanairfranchise.com)





# The Urban Air Adventure Park opportunity.

At Urban Air, every single person, from the top down, lives for a purpose bigger than themselves. We get up every day to try to impact the lives of every kid in America – helping them celebrate special moments, escape the hardships of the world, and connect socially in an active environment.

**To put it simply, we're in the people business.**

While Urban Air is an excellent investment, we're not doing it just for a paycheck. Our family – comprised of single unit, multi-unit, and remote owners – has a love for people, a desire to impact their community and a passion for making kids feel special and loved. All while, yes, still making money.

## IDEAL URBAN AIR ADVENTURE PARK OWNER PROFILE

- Passion for business
- Strong, experienced retail, management, sales and marketing
- Investors with full-time jobs
- Strong, consultative skills
- Motivated
- Love for kids, great hospitality, and a desire to lead
- Dynamic Investor/Operator Relationship
- Invested in the community

**our franchisees own from 1-13 parks each!**

For Franchise Information, visit

[urbanairfranchise.com](http://urbanairfranchise.com)





Urban Air is ranked #1 in the franchise industry in the entertainment category and listed among the fastest-growing franchises by Entrepreneur Magazine.



## What our franchisees are saying.

“ This is a family business for me. If you come to my park, don't be surprised to see my 4-year-old son making new friends with your kids and chasing one another in the tubes obstacle course, my 10-year-old daughter giving tours or my husband changing a light bulb or doing safety inspections. We are proud of what we have built and love owning and operating this business as a family. My kids understand that we are in the service industry, and it is a pleasure to serve those that come in to play and make memories together for the day, so come see for yourselves. We would love to have you!

– Brandy G.

”

## Our Discovery Process.

Urban Air Adventure Park utilizes an 8-Step Discovery Process with all franchise candidates. The Process is designed to give both the candidate and us ample opportunity to determine if the Urban Air model is the right fit for both parties.

From understanding the candidate's goals and objectives to reviewing available markets and our Franchise Disclosure Document (FDD) to everything in-between, we commit to pursuing the Discovery Process with each individual with care and consideration.

For Franchise Information, visit

[urbanairfranchise.com](http://urbanairfranchise.com)





**urbanAir**  
ADVENTURE PARK *let 'em fly.*

# Core operating values.

## AUTHENTIC

We are humble, yet confident in our vision and mission and are known for candor and transparency. We stand out in a room.

## SYNERGISTIC

We work well with our Team and Franchisees to find ways to help them accomplish their goals and objectives.

## COMMUNICATIVE

We like to communicate with our Team, Franchisees and Guests and are concise and articulate in speech and writing.

## CURIOUS

We seek to understand our Franchisees, Guests, and the world around us in order to continually provide the best and most relevant experience.

## COURAGEOUS

We take smart risks and are open to failure. We do what is right even when it is hard.

## INNOVATIVE

We are always looking to try new things and suggest new ideas in order to disrupt the status quo.

## GRITTY

We accomplish amazing amounts of important work and fight thought challenges. We solve problems in the way of getting something done.

## FRUGAL

We know how to do more with less and always look for the most cost-effective way to accomplish our mission.

## FUN

We know how to have fun and find joy in every situation. We know joy is not found on the mountaintop but rather in the journey.

For Franchise Information, visit

[urbanairfranchise.com](http://urbanairfranchise.com)

