

SMALL GESTURE

HUGE IMPACT

MetroLagoons Quarterly Culture Newsletter



136K+

VISITORS AT LAGOONS
(31% INCREASE YOY)

4M+

WEBSITE PAGEVIEWS

2.3M+

WEBSITE USERS

A Message from Leadership

I am excited to write to you with immense pride and gratitude for all your hard work this past quarter. Your collective efforts this summer have not only been outstanding but have reinforced our core guiding principle, "Service is the Experience." Living up to this principle during every guest interaction is what makes the guests' experience truly memorable and because you uphold this standard all year, we have seen major achievements.

This quarter has been an unprecedented success for MetroLagoons, most importantly a record-breaking number of guests have visited our Lagoons. We've not only welcomed and created memorable experiences for each guest, but we have also left a lasting impression on each one of them. Your dedication to service excellence contributes to creating loyal visitors, brand building and increased awareness within our community. It's through your unwavering commitment and passion that we've achieved this milestone, and I couldn't be prouder of what we've accomplished together.

As we celebrate this remarkable achievement, let's remember that "Service is the Experience" is not just a guiding principle but a way of life at MetroLagoons. I encourage you to carry this spirit forward into the upcoming seasons, continuing to create unforgettable moments for our guests and further establishing our brand as a symbol of exceptional experiences and service. Thank you for your outstanding work, and here's to an even brighter future for MetroLagoons.

— Stephanie Scott, Director of Marketing

STANDARDS SPOTLIGHTS

STANDARDS

- LEADERSHIP
- ACCOUNTABILITY
- GREATNESS
- OPTIMISM
- OPEN-MINDED
- NEIGHBORLY
- SAFETY



ACCOUNTABILITY

Hannah, Bartender

"Hannah always takes **responsibility** whether good or bad," says Dane, General Manager at Southshore Bay Lagoon, "she is always looking to **learn** and move forward from her experiences at Southshore Bay." Hannah is always up for whatever challenge is thrown at her and is always willing to **support her team** members.

FUN FACTS: Hannah has 6 dogs and 4 cats, loves pickles and is motivated to work hard for her son.

NEIGHBORLY

Jon, Admissions Lead

Jon has been a true **leader** at the Resident Member gate and has succeeded at making a fun check-in experience for residents. "He is **friendly** and knows a lot of the residents personally," says Vinny, Assistant General Manager at Epperson Lagoon, "he has received many compliments for his help with guests and assisting new resident members."

FUN FACTS: Jon is motivated by his parents who push him to work hard, his favorite snack is gummy bears and he loves Christmas.



FEATURED REVIEW

"SUCH A FUN PLACE TO HANG OUT! CLEAN FACILITY, GREAT ATMOSPHERE, VARIETY OF FOOD OPTIONS WITH THE FOOD TRUCKS. EVERYTHING WAS VERY REASONABLY PRICED. WE WILL DEFINITELY VISIT AGAIN!"

Mirada Lagoon, July 19

GUIDING PRINCIPAL WAVE MAKERS

Alexi

Water Safety Lead



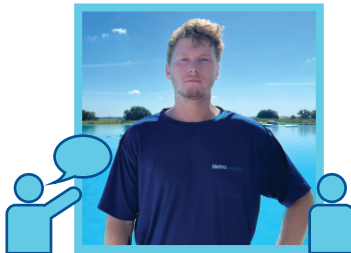
SERVICE IS THE EXPERIENCE

Leading her team by example, Alexi works hard and maintains a **positive attitude**. "She always steps up in challenging situations, and she leads staff to always do the right thing," says Vinny, Assistant General Manager at Epperson Lagoon. Alexi says her favorite part of the job is **interacting with guests** and seeing the excitement to participate in the activities.

FUN FACTS: Alexi has a dog named Zoey and a fish named Roy, she is an amazing singer and if her team at work had a theme song it would be the Bay Watch theme song.

Brett

Grounds Supervisor



INFORMED EXPECTATIONS

Brett says his team is always striving to **communicate** between shifts and ensure every team stays on the same page. "Brett takes the time to demonstrate tasks and **follows up** with the team to correct or coach when needed," says Todd, General Manager at Mirada Lagoon. By staying **connected**, Brett is able to lead his team to give every guest an amazing day.

FUN FACTS: Brett has a dog named Charlie, always has chips in his kitchen and loves the New England Patriots.

Adam

Kitchen Supervisor



SAFETY & PROFESSIONALISM

"In the kitchen, Adam is always ensuring the **safety** and well-being of not only his team but guests alike," says Dane, General Manager at Southshore Bay Lagoon. Adam says he stays calm and keeps a smile on his face no matter what, this helps keep the kitchen a **safe and clean** place.

FUN FACTS: Adam has two golden retrievers and two cats, his bucket list item would be to visit the Maldives and he loves the Detroit Lions.

QUOTE OF THE QUARTER

"If everyone is moving forward together, then success takes care of itself."

— Henry Ford