

High Mountain Enterprises

High Mountain Enterprises is a management consulting firm which offers professional services to amusement parks, waterparks, family entertainment centers, and other attractions.

High Mountain assists established facilities as well as parks and attractions in the startup stages to maximize their attendance and revenue.

Joe Montalto

Joe Montalto, President and founder of High Mountain, is a former amusement park director whose leadership won the park awards from IAAPA and other organizations for staff training, media campaigns and historic preservation.

He is a well respected member of the amusement park industry, and has served on committees for IAAPA, NEAAPA and the New York State Carnival, Fair and Amusement Park Safety Board.

Joe's "hands on" approach and experience provides clients with expertise that gets results!



**High Mountain
Can Enhance
Patron Experience
and Increase
Revenue
and Attendance**



High Mountain Enterprises

Services to the Amusement Industry

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CONSULTING SERVICES

High Mountain Enterprises is a management consulting firm which offers professional services to amusement parks, waterparks, family entertainment centers, and other attractions.

Management Planning High Mountain can assist your park to develop plans designed to maximize revenue and control expenses in what has become an increasingly difficult economy.

Staffing High Mountain can assist your park to develop staffing patterns that provide a safe and effective operation without breaking the budget.

Training and Staff Incentives Safety and customer service are the most important concerns of any amusement park.

High Mountain can work with you to design the most effective programs that will keep your staff highly efficient, alert, motivated, and eager to return next season.

Marketing The greatest park in the world would not be successful without the right marketing plan to maximize attendance. High Mountain can analyze your market and devise an effective plan to directly target your message.

Special Events and Entertainment High Mountain is experienced in big name concert productions as well as daily in-park entertainment.

High Mountain can also produce and promote crowd pleasing events around any occasion, including ride openings, group visits, press events and park anniversaries to increase attendance.

Promotions Strong marketing programs bring patrons to the park and outstanding promotions extend their stay, increasing per capita spending.

Put High Mountain's experience to work to develop and execute programs for your park's target audience.

PARTNERSHIPS AND SERVICE PRODUCTS

High Mountain Enterprises works with distinguished service partners to provide specialized services and products.



Customer Service Training High Mountain has partnered with The Hospitality Resource Group to create award winning customer service programs.

This partnership has produced a curriculum of on-site and customized training modules for customer service, leadership training and team building programs. Our programs were awarded IAAPA's coveted Spirit of Excellence awards for Best Orientation Program and Best Supervisory Program.

Cashless Ticketing High Mountain is a sales representative and otherwise works closely with CORE Cashless, a leader in the development of electronic systems to replace paper tickets. Core is rapidly changing the way the amusement and attractions industry does business.

CORE systems eliminate employee theft and increase revenues while providing a brand new toolbox for management and marketing of amusement parks, waterparks, family entertainment centers, arcades, museums and all other attractions.

Mobile Websites High Mountain has partnered with Mobile Card Cast, a cutting edge global multimedia networking company, to create Park Pilot. Ninety-one percent of Americans are now carrying cell phones.

A text message puts your park's mobile interactive website on any patron's cell phone.

Park Pilot enhances the guest experience, encourages repeat visits, puts you in direct contact with patrons, creates loyalty programs with instant bonus offers, and establishes new marketing opportunities through text messaging.

LED Lighting High Mountain is an authorized representative of Maxxtron LED lighting for amusement park rides.

Maxxtron products reduce energy consumption by at least 80%, last for decades, reduce maintenance hours and are completely waterproof.



Call 914-714-5799 or email info@highmountaintent.com today to see how High Mountain can help you!