



## Case Study – Accessible guest lockers for water park



Providing guests with simple, reliable access to their belongings, while remaining true to the non-profit spirit of Morgan's Inspiration Island

In 2005, when successful San Antonio homebuilder Gordon Hartman sold his company, he didn't set out to open the world's first accessible water park. He and his wife, Maggie, simply set out to spend more time with their daughter, Morgan. Morgan had been born with cognitive and physical challenges, and Gordon was driven, in her honor, to create The Gordon Hartman Family Foundation. Gordon noticed on a family vacation that Morgan had a hard time fitting in with other children at a hotel swimming pool. "The children didn't know each other and didn't know how to include Morgan," said Gordon, which prompted him to create a space where those with and without disabilities could come together for fun and a better understanding of each other. In 2010, he opened Morgan's Wonderland, a theme park designed with special-needs individuals in mind and built for everyone's enjoyment. The new park with over 25 attractions has attracted more than a million guests of all ages from all over the USA and the world.

Buoyed by the success of Morgan's Wonderland, Hartman and his team three years ago began to plan an addition where guests can play, splash and escape the South Texas heat. In June 2017, Morgan's Inspiration Island, the world's first ultra accessible water park, opened to worldwide acclaim.

As an extension of the uniquely successful Morgan's Wonderland, Morgan's Inspiration Island includes waterscapes, a wheelchair-accessible water ride and multiple splash pads, along with extensive support facilities. If you didn't know the history of Morgan's Wonderland, this might seem like any other South Texas water park on a busy summer day; filled with laughter, joyful screams, and parents carrying the myriad supplies required to fuel a day of fun in the sun. Morgan's Inspiration Island – where everyone can play – faces many of the same issues as water parks the world over: The



need to balance having everything you could possibly need, versus the difficulty of carrying it all, and accessing it all. The heat, the joyful exhaustion that can turn into a meltdown in the blink of an eye, and the supervision of children at play.

They also face unique challenges. Catering to the needs of guests with special needs, Morgan's Inspiration Island not only faces the challenges of your average water park, but the age-old parental water park conundrum of how to keep everything at hand, while not having to carry everything under the sun. The cheerful volunteers, found at every turn of the park, say that the lockers have made a huge difference. The relief on many parents' faces, as they safely lock away expensive, cumbersome, or even simply extra supplies, can be palpable – especially on the days when the heat index rises towards the triple digits. According to Ron Morander, General Manager of Morgan's Inspiration Island, the lockers are a big part of the experience. "Many of our families, both special-needs and typical, need a secure space for their items. Special-needs families tend to bring more medical and personal items for their loved ones. We're able to offer the lockers free of charge to those families because of the generosity of American Locker."

Set conveniently at the entrance to the water park, the Statesman lockers installed by American Locker sit under a charmingly thatched roof, attended to by one of the park's smiling volunteers. For many, being able to pick up their stored items on the way out of the park, as opposed to having to face a final trek through the attractions, is almost as big of a perk as the lockers themselves. Another perk of the experience, according to Ron, was the sense of acceptance from American Locker, both of what they are, and what the team is working to accomplish every day. "We were looking at locker companies at IAAPA, and after conversations with representatives at that show, it became obvious that there was a comfort level and understanding of what Morgan's Wonderland is and what we needed. The unique aspect of Morgan's Wonderland and Morgan's Inspiration Island is we are non-



profit, not widely seen at IAPPA. Yes, revenue is important to remain in operation, but for us and our efforts to help those with special needs, it is a different dynamic.”

Says American Locker Chief Commercial Officer Terry Woolford: “We are proud to have been able to support Morgan’s Inspiration Island, a company that remains focused on carrying out their mission of promoting inclusion. With over 85 years of being ‘Made in America,’ supporting the community has always been part of our culture.”

Morgan’s Wonderland and Morgan’s Inspiration Island are also shining the spotlight on the special-needs community, which for many years has been underserved. Creating an awareness of the challenges faced by special-needs individuals and advocating solutions has been part of the Morgan’s Wonderland-Morgan’s Inspiration Island culture since the very beginning. “American Locker provided 13 banks of Statesman lockers, which “work great for our guests and look fantastic,” says Ron.

American Locker is a leading manufacturer of secure storage, distribution and inventory management solutions. Established over 85 years ago, its proprietary offerings range from classic coin/token-operated security lockers and employee/personal lockers to keyless and electronic-controlled storage systems. These products provide the necessary storage capability to recreation, government, postal, and general corporate needs for day-to-day business operations.



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