



Morgan's

Sparking Cultural Change



A woman wearing a purple t-shirt with a butterfly logo and sunglasses stands next to a young girl in a red wheelchair. They are in an outdoor park setting with a large bronze sculpture of a hand holding a butterfly. The background features a colorful sky transitioning from blue to purple to pink, and a playground with green safety mats.

Be. Inspired

To do even more, together.



Since 2010

MORGAN'S MISSION, HISTORY, PASSION



The mission is driven by a deep desire to build a more inclusive world through innovative endeavors designed with those with disabilities and special needs in mind, but created for everyone to utilize. This passionate pursuit began in 2006 when former businessman Gordon Hartman observed his daughter with special needs – Morgan – wanting to play with other vacationing kids at a hotel swimming pool. The children were leery of Morgan and didn't want to interact with her. Then and there, Gordon resolved to create opportunities and places where those with and without disabilities and special needs could come together, break down barriers and gain a better understanding of and appreciation for one another.

That experience led to the construction of Morgan's Wonderland, still the world's first and only Ultra-Accessible™, fully-inclusive theme park. The park features more than 25 attractions, including wheelchair accessible rides, playgrounds, and other uplifting elements. The Hartmans had no way of knowing if Morgan's Wonderland would succeed, but the park has far exceeded expectations and has encouraged them to do what they can to help the estimated 15 percent – or 1.2 billion – of the world's population dealing daily with physical and cognitive disabilities.

Blessed with and inspired by Morgan, the Hartmans have committed to date more than \$130 million to the disability and special needs communities. Additionally, they've raised another \$165 million from generous foundations, businesses, organizations, public entities, and individuals. This combined totals to \$295 million to date. Yet, they've come to realize the need to do much more. That's why they declare: "We're just getting started!"



“We're just getting started!”

- Gordon Hartman
Morgan's Dad



Be Amazed

At what we started.



ACHIEVEMENTS THUS FAR

1.



Since its grand opening on April 10, 2010, Morgan's Wonderland has welcomed over 3 million guests from all 50 states and 123 countries. From the very beginning, anyone with a disability or special need has been admitted free of charge. Morgan's Wonderland offers 25 Ultra-Accessible™ attractions across a 25-acre oasis and has become one of San Antonio's renowned family fun destinations. From cruising through outer space at the 4D Magic Cinema to soaring across the skies in a 13-story zipline, or fishing at the park's 8-acre catch-and-release lake and trying the first-of-its-kind, Jette's Wonder Bikes, there's something for everyone. The Hartman family was selected as one of the inductees into the **2023 IAAPA (International Association of Amusement Parks and Attractions) Hall of Fame** for their pioneering work with Morgan's Wonderland. In 2024, guests enjoyed \$7.5 million in new attractions and upgrades to the park.



2.



The phenomenal success of Morgan's Wonderland has led to other "world firsts" including the debut of Morgan's Inspiration Island splash park in 2017. It's just like Morgan's Wonderland but with the addition of water. It features five tropical splash pads and a River Boat Adventure ride. The complimentary Wheelchair Valet offers unique pneumatic, waterproof wheelchairs powered by compressed air. Guests who use this service eliminate the concern of damaging their personal wheelchairs. Morgan's Inspiration Island earned instant international recognition by virtue of being named to **TIME** magazine's list of the "World's 100 Greatest Places" in 2018.





*Be
Astonished*

At what we have Accomplished.



ACHIEVEMENTS THUS FAR



3.

Children and adults with special needs and disabilities often sit on the sidelines as spectators instead of getting into the game.

At Morgan's Sports, an Ultra-Accessible™, 3-acre complex built in 2021, athletes with and without disabilities can actively take part in an array of 17 sports such as basketball, softball, soccer, tennis, and pickleball. A program of Morgan's Sports, called STRAPS (South Texas Regional Adaptive and Para Sports), attracts local athletes of all abilities including members of the armed forces undergoing treatment at nearby military medical facilities. Plans are underway in 2025 to add five tennis and 14 pickleball courts to the Morgan's Sports facility.



4.

Established in 2021 and awarded "America's Best Summer Camps of 2023" by *Newsweek*, Morgan's

Camp is an Ultra-Accessible™, 102-acre retreat for everyone, with an emphasis on giving individuals with special needs and disabilities an opportunity to enjoy summer camp-type activities. While most general camp excitement is reserved for our Texas summers, Morgan's Camp is open all year long. Ultra-Accessible™, fully-inclusive facilities include a one-of-a-kind challenge course which reaches 22-foot skyward with multiple elements that allow campers in wheelchairs and their buddies to tackle the course together. Other activities include ziplining, hiking, and bicycling in the ruggedly beautiful hills on San Antonio's northern edge.

5.



Revolutionary Morgan's MAC (Multi-Assistance Center) is a 165,000

sq. ft. center that improves the lives of individuals with disabilities and special needs through comprehensive navigation services. In today's complex world, children and adults with disabilities and special needs oftentimes have difficulty finding the help they need, and often get discouraged and give up. Since opening in 2022, Morgan's MAC uses a family-centered approach with full collaboration from the family, MAC Member, and community partners. Navigators, using a customized navigation and tracking system called the MACNav™, guides MAC Members to providers that can assist with both medical and non-medical challenges.



Be Fascinated

To see where we are going.



ACHIEVEMENTS THUS FAR

6.



Many of us take haircuts, manicures, and pedicures for granted. For those with disabilities and special needs, these treatments truly are a big deal. At Morgan's Salon, located in Morgan's MAC (Multi-Assistance Center), stylists value each individual's sensory-sensitive needs by recognizing the person before the service begins and never forcing, restraining, or letting the pressure of time interfere as an individual goes through his or her salon experience. Individuals can come as they are and leave feeling empowered, included, and uplifted. In the spirit of inclusion, the salon welcomes patrons both with and without disabilities and special needs. **All services are offered without the concern of one's ability to pay.**

“An answered prayer. Now I'm able to have a salon experience and it's not going to be so difficult on me or my husband.”

- Kathy Lopez,
Salon Customer



7. Ambulatory Surgical Center (ASC) at Morgan's MAC

The Ambulatory Surgical Center (ASC), located in Morgan's MAC (Multi-Assistance Center) and in partnership with University Health, is yet another first-of-its-kind facility making it possible for individuals with disabilities and special needs to undergo slower-paced medical procedures that, currently, are not easily able to be scheduled in a typical hospital setting. Oftentimes, surgical procedures for individuals with special needs in a traditional hospital environment get delayed because of the extra time necessary for successful completion. The ASC aims to ensure procedures are thoroughly completed, not delayed or rescheduled. Emphasis will be on a calming approach to help individuals with disabilities and special needs obtain the medical treatments they need, particularly treatments requiring anesthesia.



9.

Be Surprised

Because the best will be here!



ACHIEVEMENTS THUS FAR

8. **Dental Expansion at Morgan's MAC**

In partnership with Believe Dental, Morgan's MAC (Multi-Assistance Center) has expanded its dental capacity from five to 19 dental chairs. Located on the 2nd floor of Morgan's MAC, it was important to provide this resource for individuals with special needs who sometimes require extra time and attention for their procedures. This will further enhance our commitment to becoming a leader in specialized dental care for everyone.



9. **Morgan's STUDIO™**

Through creative storytelling, the multimedia team at Morgan's aims to spark cultural change by educating society about the unique struggles, needs, and successes of individuals with disabilities and special needs. By explaining why everyone has a role to play in making the world more accessible, Morgan's Studio creates an inclusive mindset among audiences around the world.



4. 17.

morgan's
CAMP
13 MILES NORTH

morgan's
SPORTS
COURTS

3.

morgan's
HOTEL™

10.

morgan's
INCLUSION INSTITUTE

13.

15.

14.

morgan's
WONDER
CARE

morgan's
INCLUSION CAMPUS

12.



12.



11.



2.

1.



Morgan's Wonderland Expansion

16.

Ambulatory Surgical Center

7.

Dental Expansion

8.



6.

5.

9.



- Completed Projects
- In Progress
- Future Projects



Be Inclusive

Because we are aiming high!



EXPANDING INCLUSION



10. **Morgan's** **HOTEL™**

Just because a person has a special need or disability doesn't mean he or she doesn't like to travel. Such individuals want to be as mobile as possible, so Morgan's is creating a first-of-its-kind, Ultra-Accommodating™, fully-inclusive hotel. This hotel will far exceed Americans with Disabilities Act standards and will be easily accessible to everyone, regardless of ability or age. Ultra-Accessible™ features will include wider doors and furnishings that accommodate wheelchairs, audio cues for those with visual impairments, grab bars in showers and sensory-calming elements, to name just a few of the many enhancements. The hotel will be full service to address the needs of those with and without special needs while remaining affordable. A top floor full service restaurant and bar will allow a bird's eye view where guests of all abilities can meet, mingle and make new friends. *All hotel profits will go to Morgan's to pursue initiatives benefiting the special-needs community.*



“ I've often questioned why do we not have an Ultra-Accommodating™, fully-inclusive hotel yet? My feeling is that it's time we change that. ”

- Gordon Hartman,
Morgan's Dad



Be Awestruck

Because that's not all!



GYMNASIUM



11. **Morgan's SPORTS FITNESS CENTER** The Fitness Center, a 24,000 sq.ft. multi-purpose, Ultra-Accessible™, fully-inclusive facility will provide specialized fitness equipment for individuals of all abilities. Offering both individual and group fitness sessions to encourage health and wellness, the Fitness Center will make it possible to expand the range of fitness activities available to everyone—including “open gym” opportunities for those wishing to customize their workouts. The center will also allow expansion of the Morgan's STRAPS (South Texas Regional Adaptive and Para Sports) program for athletes with disabilities by providing a more spacious and flexible setting.



12. **Morgan's SPORTS GYMNASIUM** Morgan's Sports Gymnasium will complete Morgan's Sports, providing an indoor space for year-round athletic competitions that attract participants of all abilities.






Be Impressed

With everything that is coming.



INCLUSION INITIATIVES STILL TO COME


13. **Morgan's INCLUSION INSTITUTE**  The Institute will build on Morgan's impressive record of success in furthering inclusion and accessibility and will share insights into Morgan's best practices that can make the world more inclusive. At its headquarters in Morgan's Inclusion Campus near Morgan's Wonderland, the Institute will welcome businesses, organizations, non-profits, governmental entities, and others eager to learn and implement how they can integrate inclusion and accessibility into all aspects of their work and life. The Institute's curriculum, which will be delivered through interactive programming and can-do plans will inspire new ways of thinking about inclusion. During seminars, group discussions and other methods, the Morgan's team will relate lessons learned from countless interactions with those with special needs and disabilities and provide guidance specific to attendees' circumstances. In so doing, the Institute will connect Morgan's experts with learners who can implement real-world applications of inclusion and kindness. Thus, the "Morgan's Way" will be the standard of excellence for making the world more inclusion focused.



“By sharing best practices and taking a moment to consider the needs of individuals with disabilities and special needs, we hope it starts to create a change in peoples' mindsets and inclusion is normalized everywhere.”



- Dr. Brent Fields
CEO, Morgan's

14. **Morgan's WONDER CARE**  Many medically-fragile individuals don't have a place to turn to for skilled day care; however, Morgan's Wonder Care will be a warm and welcoming haven for a significantly underserved population. Parents and caregivers can rest easy in the knowledge that their loved one is receiving professional care while they deal with job requirements or other obligations. Highly-qualified and caring specialists will staff this Prescribed Pediatric Extended Care Center (PPECC).



15. **Morgan's INCLUSION CAMPUS**  Morgan's Inclusion Campus will be the location of both Morgan's Wonder Care and Morgan's Inclusion Institute. Those attending tours, presentations, workshops, conferences and social gatherings at the Institute can also witness inclusion in action. Archives and exhibits outlining Morgan's efforts in emphasizing inclusion will also be part of the Morgan's Inclusion Campus.





Be Intrigued

With what's coming in the future!





EVOLVING OPPORTUNITIES

EXPANSION

- 16. Morgan's WONDERLAND** Since 2010, Morgan's Wonderland has put smiles on the faces of millions of guests from around the globe. The park's expansion will keep faces beaming far into the future. When the thought of creating Morgan's Wonderland was in its infancy, ride manufacturers were hesitant to make modifications to their products to accommodate children and adults with physical and cognitive special need. Now, Morgan's receives countless queries from others in the industry on how to make theme parks Ultra-Accessible™ and fully-inclusive. Thus, Morgan's Wonderland takes great pride in being the pacesetter of inclusion in the amusement industry.



- 17. Morgan's CAMP** Morgan's Camp has ample space within its 102-acres to add more facilities and attractions in the interest of continuous improvement. Morgan's Camp plans to add meeting spaces to accommodate camping groups of varying sizes, as well as offer more shade to mitigate summertime heat. Morgan's Camp will constantly seek new Ultra-Accessible™ attractions to enrich its camping experience.



“Camp truly has the same type of magic that makes everyone thrive, discover their true self, build confidence they never knew they had and create friendships stronger than they ever imagined possible.”

- Sarah Wallace
Vice President Morgan's Camp





Join Us in Building a More Inclusive World at Morgan's!

At Morgan's, we believe hard work leads to big rewards—and that includes creating a better, more inclusive world for people with disabilities. Our journey began with one powerful moment when Morgan Hartman, a young girl with special needs, was rejected at a hotel swimming pool. Her father, Gordon Hartman, didn't just stand by. He took action and made inclusion his mission, launching a movement that started with Morgan's Wonderland and grew to transform San Antonio into "Inclusion City, USA."

But we don't just talk about inclusion—we make it happen. Morgan's initiatives have been breaking barriers and providing real opportunities for people with disabilities.

And now, we're inviting you to be part of this movement. The progress we've made is incredible, but we need your help to keep pushing forward.

But, as Gordon Hartman contends,

“We don't just talk about it. We create inclusive opportunities.”

*- Gordon Hartman,
Morgan's Dad*

Be a part of sparking cultural change. Help us create a world where everyone has a seat at the table. Together, we ARE making a difference!



Be Proud

To be part of Morgan's legacy.



morgans.org

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