

Section 1: Choose Your Center Type

The business of bowling is comprised of four types of business models. It is critical in today's business to understand the business models in the industry and what the key components and drivers are of each.

TRADITIONAL BOWLING CENTERS

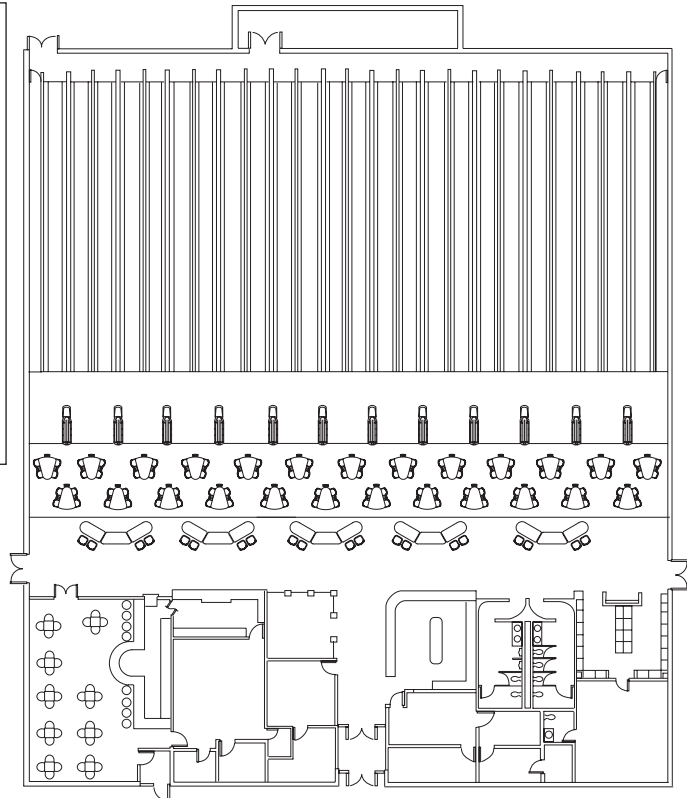
Primarily focused on bowling, these centers typically include a limited number of entertainment venues including game room, billiards, pro shop and bar. Beverages play a strong role and food is usually limited to snack bar options. Construction of this traditional business model has dropped over the years in favor of more upscale, entertainment focused venues.

Focus

- League and open play bowling
- Targets all ages
- Limited food & beverage

Additional Venues

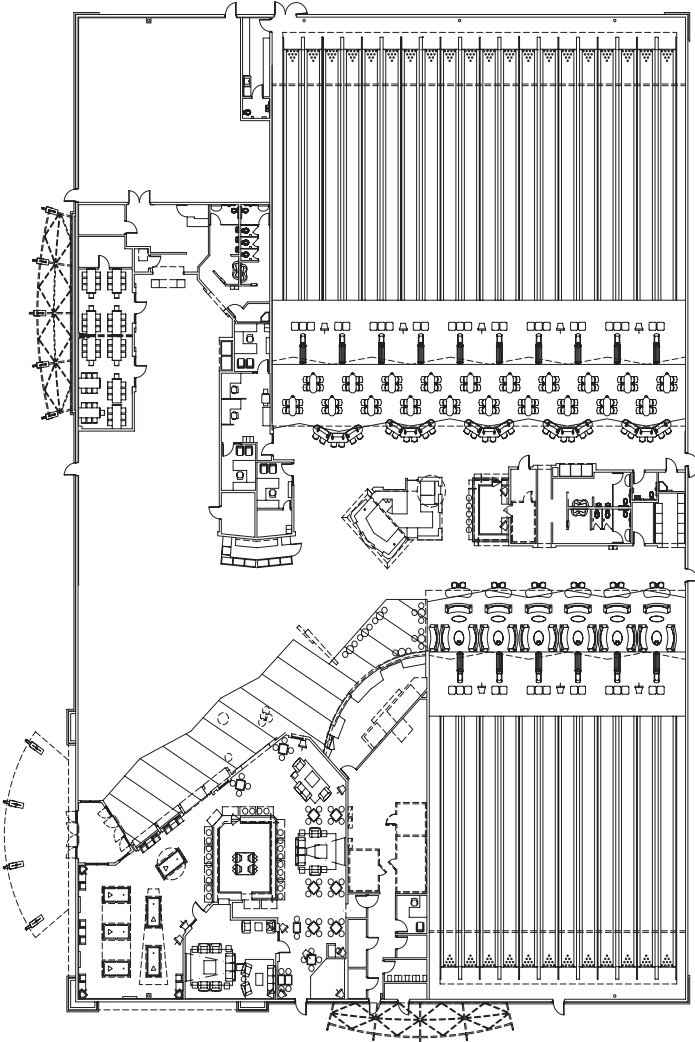
- Pro Shop
- Lounge Area
- Snack Bar
- Billiards
- Small Game Room



FAMILY ENTERTAINMENT CENTERS

Family Entertainment Centers (FEC's) are designed to provide entertainment in the form of bowling and other venues such as arcades, laser tag, go-carts, bumper cars, and party rooms in addition to the venues found at traditional centers. The food offerings at FEC's are enhanced to match the atmosphere and beverage service plays a strong role. Typical offerings include snack bar, food court and branded concepts.

- Focus**
- Family entertainment – parties, events
 - Bowling is a component
 - Targets families & all age groups
 - Multiple food & beverage offerings
- Additional Venues**
- Redemption Arcade
 - Party Rooms
 - Laser Tag
 - Miniature Golf
 - Bumper Cars
 - Go-Karts
 - Billiards



Section 2: Building Considerations

Your bowling center's location on a parcel of property merits intensive study. The future long-range planning for the surrounding area, including zoning changes involving buildings, future road construction, or anything which could alter the present character of the property should be considered. Consider the following before buying:

1. Locations containing restaurants, theaters, taverns, and other entertainment venues near residential areas are a good choice. Good visibility, easy access, and high traffic count all lend themselves to effective locations.
2. Zoning of land restricting commercial business or parking. Zoning can be a deciding factor in your bowling center location. Consider building expansion and additional services as well. Be aware of any ordinances that could affect your future plans.
3. Nearby churches or school buildings restricting traffic or sale of alcoholic beverages.
4. Your desired center size (lane quantity) and supporting services will dictate the size of your property. Keep in mind future expansion.
5. Drainage requirements, location of sanitary and storm sewer lines, public utilities.
6. Maximum visibility of building from street, i.e., obstructing location of buildings, railroad overpasses, trees, signs, etc., in line of sight.
7. Local sound ordinances.
8. Sign location and local codes regarding size.
9. Availability of parking requirements for maximum number of lanes.
10. Distance from bulk of parking to entrance. (This often dictates location of lanes and layout of public area facilities, i.e., reception center, bar, etc., as they relate to traffic patterns within the building.)
11. Traffic flow restrictions to entrances and exits from property.
12. Certified test borings to determine if ground can support the weight of a suitable building for bowling.

EXISTING BUILDING VERSUS NEW BUILDING CONSIDERATIONS

Almost any type of permanent building is adaptable to a bowling center if it is large enough and approved for such use under local building and public codes. Ideally, it should have a clear span in the bowling equipment area and a ceiling height of at least 10' (3048 mm) however, it is common to work with locations that have post rows. Any type of construction should be considered in relation to the insurability of the structure and on the contents of the building. Check with your insurance agent before initiating construction plans.

There may be existing structures that can be adapted to the needs of a bowling facility. Just be sure to consider the costs of bringing an existing building up to local regulations and compare those costs to new construction. For example, an existing building may require the following renovations: second floor facility elevator, handicap access, proper water pressure, proper sprinkler system, electrical power accommodating the building size, roof inspections for leaks and wear, HVAC operation, sufficient ceiling height, and **sufficient spacing for lanes between post rows.**

Bowling centers require specific heating, cooling, humidity, and electrical control systems. Discuss these requirements and their costs with the proper professionals before making your decision on an existing facility.

BUILDING EXTERIOR CONSIDERATIONS

Roof

Brunswick recommends a solid bondable roof of the highest quality practical be installed over your building. Insulation should be considered thoroughly as it affects air conditioning, heating, and humidity within. Reflective finish materials can also save you money related to air conditioning.

Parking

The parking area should be well lit, paved, drained, and provided with wheel bumpers. Blacktop surface is preferable, which should be sealed annually. Stone or gravel surfaces will increase dirt and other abrasive particles in the center.

It is advisable to locate water connections on the outside of the building. This allows hosing down the area, which reduces dirt being tracked into the center itself.

Consult your architect for actual parking layout and local code requirements.

BUILDING INTERIOR CONSIDERATIONS

Ceiling Considerations

Clear Span Ceiling

A clear span ceiling is the ideal type for bowling installations although interior support structures are not uncommon. Run roof trusses the full length of the lanes rather than the width. This offers ease of future expansion while still providing a clear span. A catwalk should be installed over the lanes to facilitate maintenance of ceiling and roof, plus electrical wiring inspection. It is necessary to ventilate the truss area between ceiling and roof to prevent mold and discoloration from dampness. Fire barriers between the ceiling and the roof deck will often reflect savings in insurance costs. Be sure to conform to venting requirements in the space between the ceiling and the roof.

For security purposes, rest room and storage area ceilings should be “fixed” rather than suspended.

i ***NOTE:** Ceiling is optional over bowling lanes and concourse. If no ceiling is desired, acoustical considerations should be taken.*

Ceiling Height

This height generally ranges from 10’ to 20’ (3048 mm to 6096 mm) above the approach and lane surface. A 12’ (3658 mm) ceiling is recommended for installations to accommodate overhead scoring equipment, special effects lighting, and sound systems in the bowler’s area. The height of the ceiling can have an effect on both the type and placement of your lighting fixtures as well.



i ***NOTE:** A minimum ceiling height of 4000 mm (13’ 2’’) in the machine room is required for compliance with the Machinery Directive.*



Warning!: Customers deviating from this specification are advised to consult with local safety experts and inspectors.

Structural Requirements

Regardless of the type of ceiling material selected, a provision should be made for supporting Brunswick scorer overhead equipment. For further information, refer to the Brunswick Scoring Pre-Installation Manual for your scoring equipment. Refer to Section 6 of this Guide for the proper structural certificate.

COMMON PLANNING MISTAKES

Avoid these common errors in planning:

1. Columns in the lane or bowler's area may change the lane layout and spacing considerations.
2. Distracting activity alongside lanes.
3. Inadequate, excessive, or uneven lighting or glare.
4. Noise of uncomfortable quantity or quality.
5. Inefficient air conditioning, heating, cooling, humidity control, or ventilation.
6. Poorly planned rest rooms, locker rooms, and lounges.
7. Inadequate children's activities center.
8. Poor use of space in high traffic area.
9. Lack of entrance mats to remove abrasives and contaminants transferred from outside sources (ie: sand, glass, water, oil, etc.).
10. Inadequate or insufficient carpeting to reduce dirt and contaminants from damaging the approach and lane surfaces.

i **NOTE:** *Poor housekeeping and slow or inefficient service are operational problems often traced to improper size or location of facilities in the original planning.*

Section 5: Charts & Check Lists

PROFIT OPPORTUNITIES CHECK LIST

- Billiards
- Arcade/Game Room
- Laser Tag
- Go Karts
- Golf
- Tennis
- Volleyball
- Bumper Cars
- Skate Park
- Rock Climbing Wall
- Water Park
- Theater
- Restaurant/Cafe/ Snack Bar
- Sports Bar/Night Club/Disco/Karaoke
- Party Room
- Pro Shop
- Nursery
- Lockers
- Bocce Ball