

Long-time FEC Owner Adds Bowling

The Huish family has been in the family entertainment business for more than 60 years, offering attractions including miniature golf, batting cages, bumper cars, flight simulators, laser tag, rides, and more. Now for the first time, Scott Huish's family entertainment center is adding bowling to the mix.

"As a company, we're always improving and growing," said Huish, owner-operator of [Tukwila Family Fun Center](#) in Seattle, WA. "We strive to give guests every possible reason to visit our park.

"We wanted to increase year-round attendance with a cold-weather attraction, and increase our corporate events business. Bowling was a good natural step for us. Bowling is great because it's something everyone, from three- to 83-year-olds, can do. We're dedicated to bringing families together for good entertainment, and bowling fits that mission."



Once he had decided on bowling, Huish needed to find the right supplier.

"We did a lot of research, and received bids from four different bowling suppliers," said Huish. "We chose [Brunswick](#) because of its reputation and experience. We've been in this industry a long time and like to align ourselves with industry experts.

"Brunswick brought us a one-stop buying experience, and the team at Brunswick is so knowledgeable."

"Brunswick brought us a one-stop buying experience, and the team at Brunswick is so knowledgeable," he continued. "Jason Dean (Brunswick director of new business development) and the experienced Brunswick team walked me through every step. I really appreciated that they provided me with a path that was best for my specific situation, and didn't try to oversell me on things I didn't need."

Huish was also impressed with the Sync scoring and management system.

"I like the look, feel, price, and ease of operation of Sync," said Huish. "Because all of our attractions run on point cards, it was critical that our POS and Brunswick Sync work together."

Brunswick's help extended well beyond equipment sales, according to Huish.

"The [planning guide](#) they offer was very instrumental in the success of the project; it helped me know exactly what was required in terms of square footage, height, and so on," said Huish. "Brunswick was instrumental in aligning me with industry experts like architects, flooring suppliers, and sound equipment suppliers. We had a really great experience with the installation team – they were very efficient and knew exactly what to do. For a first-time bowling builder, it was Brunswick's experience that made the difference. I would give them an A+."

"In fact, if I could go back and do anything differently, I would have brought the Brunswick team into the planning process even earlier and included them in every planning meeting," he said.

So far, bowling is living up to Huish's expectations. "A lot of our summer groups added bowling, and we've already booked multiple year-end and holiday events," Huish said.

Tukwila Family Fun Center's bowling center features [Sync™ Scoring and Management System](#), [StringPin Pinsetters](#), 16 Brunswick [Anvilane™ Synthetic Lanes](#), custom [Center Stage™ furniture](#), and [Lightworx® LED Pin Deck Lighting](#).

Whether you're brand-new to bowling or planning to modernize your center, Brunswick provides all the products, experience, and help you need.

Brunswick® Experience is Everything.