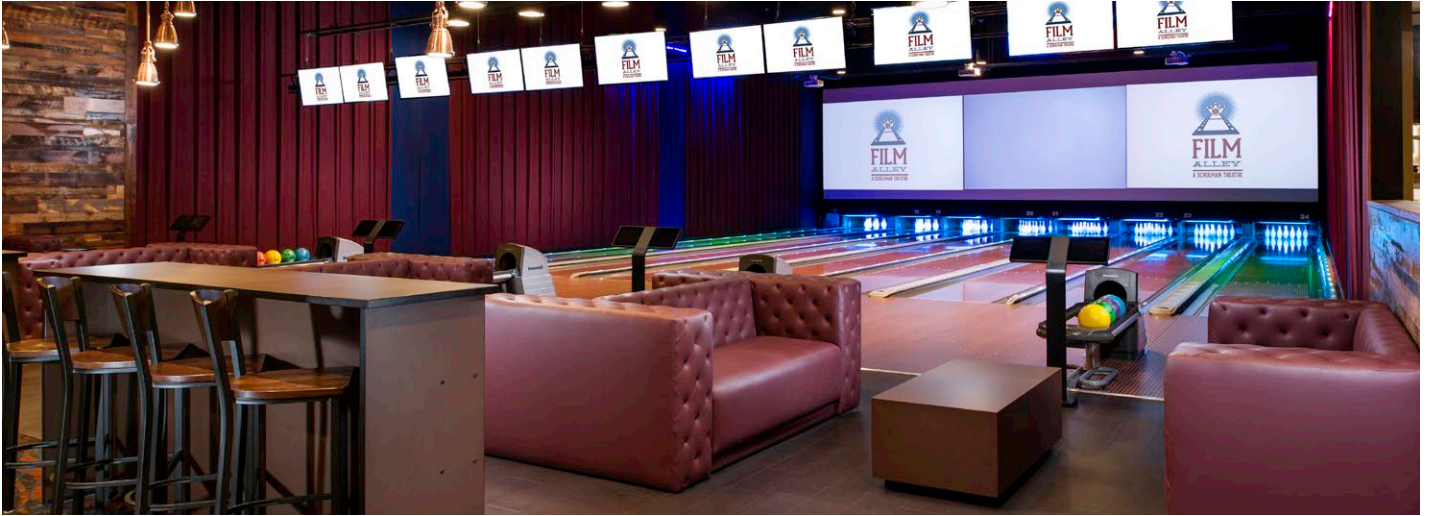


Lights, Camera...Bowling! Schulman Theatres Embraces MEC Concept



When Schulman Theatres bought an existing entertainment center in [Bastrop, Texas](#), it was the longtime cinema operator's first experience with multiple entertainment attractions under one roof, but certainly not the last.

"We purchased that location with the bowling, theatres and arcade in it," said Jacob Schulman, vice president of Schulman Partners, LLC. "We just immediately fell in love with the concept, which we call a movie entertainment center (MEC), and made it part of our model moving forward."

Schulman Theatres' new MEC, Film Alley in [Weatherford, Texas](#), opened in late 2016 and features eight dine-in theatre auditoriums, 24 Brunswick bowling lanes, arcade, and sports bar and grille.

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"Given our success with Bastrop, we made the decision to incorporate bowling into our future locations because of the way that movies, bowling and arcade complement one another," said Schulman. "They each have traditional seasonal trends that align well with each other so that during slow times for one discipline, the other entertainment components are at their peaks, so they draw business to one another."

Bowling is highly profitable, and keeps guests on the property longer to drive food and beverage sales.

"The return on our investment has met our expectations; in fact, we've had three-hour waits for bowling already!" said Schulman. "If bowling sales continue the way they are currently, we will meet our projections, which, to be honest, were lofty to begin with."

"We've seen many families, couples and young adults come to our facility and participate in two or all of our entertainment components, which keeps them in the building longer," said Schulman. "The longer they are in the building, the more they eat and drink. The more entertainment options you have to offer, the higher your per capitae are. We would absolutely recommend bowling to other cinema operators."

The transition from cinema operator to bowling center operator can be tricky, making it even more important to find the right partner. "There are many other things to consider for a bowling center that don't apply to our theatre," said Schulman. "We had some challenges but we found good quality people and vendors to help us through the transition. We are very excited that bowling is now a part of our entertainment mix."

Schulman Theatres chose [Brunswick Bowling](#) as their bowling partner.

"We have had a great experience and look forward to future projects," said Schulman. "Everything from sales to construction to service has been top-notch. Early on we developed a trust in Brunswick and have been treated with professionalism and courtesy. We would absolutely recommend them."

Brunswick® Experience is Everything.