

NEW WAYS TO RENOVATE EXTRA SPACE



KEEPING WITH INDUSTRY TRENDS

Executive Summary

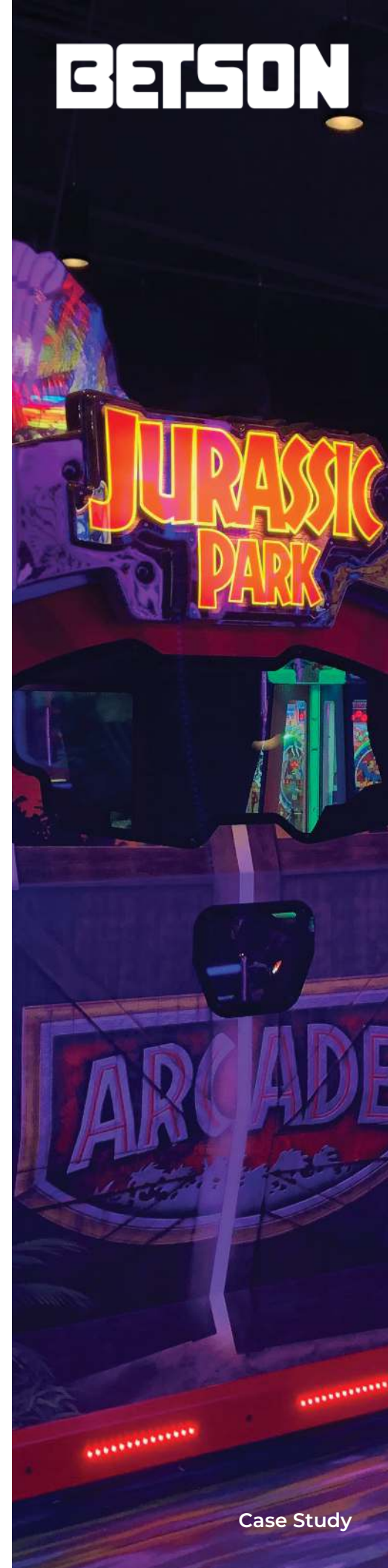
Big River Bowling is a 76,000 ft. venue located on 14 acres. Activities include 48 AMF bowling lanes, a newly renovated billiards room with 15 Diamonds tables, 52 arcade games purchased from Betson, 4 full-service bars, a grill and a banquet facility that seats 500 people.

Challenges

The location that owner Trent and his wife Sue had purchased was a large center with plenty of space. They wanted to make the most out of their profitability per square foot along with the bowling and billiards.

They knew league bowlers and pool players habits were changing as well as industry trends and wanted to create another reason for people to come to their center.

"Brian (sales rep) gave us some great suggestions and has worked with us from beginning to end during our game room / billiard room remodel." -Trent Lorfeld, Owner



How Betson Helped

Big River's sales consultant, Brian Conway helped with more than just adding games to the center - he had encouraged owners Trent and Sue to attend Foundations University (for training) and to visit other Family Entertainment Centers to meet with industry experts.

Some of the games that were placed include:

- Hot Shot Basketball
- Ring Toss
- Let's Bounce
- Injustice Arcade
- Photo Studio Deluxe
- Duck Catcher
- Willy Wonka Pusher

Injustice Arcade
by Raw Thrills



Results, and Return on Investment

Big River did the remodel/install during their busy season, shutting down half of their facility. Within 2 months of opening the new arcade, they made back 75% of what they had lost during the 5-month remodel process.

"Betson was great. They gave us excellent guidance throughout the entire construction process."

