

## A DAY AT THE 'BEACH'



## UNIQUE PROVO FEC HAS BOWLING & EVERYTHING ELSE UNDER THE SUN



**By Frank Seninsky**  
President/CEO, Amusement  
Entertainment Management

You'll be hard pressed to find an FEC project with a more eclectic array of entertainment options than Provo Beach Resort in Utah. In addition to eight bowling lanes - as well as mini-bowling - the 52,000-square-foot, two-level center includes the following: a double FlowRider, large hot tub, multi-level ropes course (60 harnesses/26 elements), 38-wicket interactive croquet course, 14-horse carousel, four golf simulators, Lazer Frenzy, 70 games, softplay, multiple food/beverage services, birthday party rooms, profes-

sional concert stage with seating for 180, t-shirt shop, Toddler Town, pinewood derby racing and more. This ultramodern center with 100 employees opened to the public on January 14, 2011, and has already accomplished what it was meant to do - draw anchor tenants and drive traffic to The Shops at Riverwoods.

The struggling Riverwoods Mall was purchased out of receivership by Tigriswoods, LLC, a local investor group, in early 2009, a time when the mall had less than a 50% tenant occupancy rate. Jay Roberts, the current General Manager, recalled, "In addition to their mall beautification enhancement investments, the new owners came to the conclusion that to increase visibility of the mall, a centrally located family activities center was needed.

A small team, including Mark Roney and myself, were

given a few months to research and then six months to design and build Provo Beach Resort. Mark focused on interior design and layout and assisted overseeing the construction. Our first step was to gather industry information on an assortment of popular rides and activities. A few months into the project we both took over the project and became the owners' representatives."

"We then started interviewing well-known industry consultants," said Roberts. "After narrowing it down to four, we determined that Amusement Entertainment Management was the best fit. We would have preferred to have AEM do an in-depth feasibility study, but in our case, we were already moving forward when AEM came on board, so we had to go with our own feasibility analysis. Mark and I then attended Foundations Entertainment University in Kansas City in the summer of 2010. Foundations was the perfect learning program for us, being initially inexperienced in the entertainment industry."

"The design and build ended up taking eight months," Roberts continued. "The drawing changes were ongoing, but the overall feel of the light atmosphere, beach theme was successful. My recommendation to new people who are building centers is to invest the time to do a feasibility study and learn what is best for your demographic, and take the time to plan out the flow and the whole project so you don't have to make successive changes."

Provo Beach Resort opened one year after it was purchased, with a mall tenant occupancy rate of 90% and a great reception from the regional population. The concept of a mall owner putting in their own FEC to draw traffic to the mall is not new. With the success of Provo Beach, perhaps even more mall owners will take a sharper look at what has been accomplished at The Shops at Riverwoods.



**Ropes Course** - 26-activity elements with 60-harnesses by Ropes Courses, Inc. One of the favorite attractions at Provo Beach Resort.



**Double FlowRider** - A very unique attraction for an activities center and a very special anchor attraction. Surfing classes are offered as well. The special viewing gallery from the 2nd level of the Activity Center is always packed with guests watching the people surfing.

Provo has 70,000 college students from 2 major universities. To attract a large majority of these students, and the locals as well, the Pier Cafe and Provo Beach have special promotions to cater to date nights held every Friday and Saturday night. The Mormon culture encourages date nights. It should also be noted that no alcohol is served at Provo Beach Resort. The center is closed Sunday, but all of the revenue is made up on Monday night which is family night in the Mormon culture.

To date, the best promotion overall is giving game debit cards (EMBED) with \$5 or \$10 bonus play to bring people in, resulting in more money being spent on the activities and food. For the Grand Opening, free popcorn and the cast of MTV's Nitro Circus was there signing autographs.

## Attractions Fuel Traffic

Diversity of entertainment is a large reason for Provo Beach Resort's success. All of the amenities are designed to increase time spent within the facility. And the sheer number of unique attractions ensures that there's something new with every visit. Here are some of the most popular attractions:

**Surf Machine and Ropes Course** - The FlowRider surf machine and the Ropes Course from Ropes Courses, Inc. are the public's favorite attractions. These two amenities drive traffic by themselves. Roberts recalled that his niece came up from California to spend a day at Provo Beach, and upon her return told her Grandma that she would prefer to go back to Provo instead of Disneyland.

**Carousel** - The 14-horse Chance Carousel provides great eye candy, as it sits in a glass-encased rotunda that faces the main corner of the street.

**Stage** - The multi-purpose stage provides live entertainment Friday and Saturday nights, magic and reptile shows, educational programs for schools, live plays, theater and comedy during other times. There are 180 seats, full lighting and sound. The seats are removable so other activities can be placed in that space.

**Miniature Croquet** - Themed for California national parks, the miniature croquet course resembles a miniature golf course, but uses mallets/wickets to score points. There are 38 wickets (some are worth more points than others), interactive elements, conveyers and even an authentic bottle house. Guests can play in teams of six, each with their own color ball, and go for the 'poison' that lets them hit other players' balls out of the section to gain points and deduct points from other players in their group.

**Bowling** - It was decided to go with QubicaAMF 'string pin' for low maintenance and be an easy fix for the game technicians, rather than hire a bowling maintenance person to take care of only eight lanes. The main difference between standard and string pin lanes is that string pin is not sanctioned for official league play, but Provo Beach is not doing leagues. The bowling is currently the #3 or #4 highest grossing attraction. In addition to the eight lanes of bowling, the center also features two lanes of QubicaAMF's Highway 66.



**Croquet Course** - The two young children shown are playing croquet for the first time and quickly picked up the game. This first of a kind mini-croquet course uses mallets/wickets to score points and is themed after California national parks.

Jay wants to thank all of the suppliers who worked tirelessly through the construction phases and came through on the tight time schedule. All honored what they said they would do:

- **Amusement Entertainment Management** - "AEM really helped us make this project successful with the layout and design, moving us through the construction process and pointing out items that were missed, and predicting and solving problems on the go. Their support after opening has been excellent, even now after 4-5 months, as AEM continues helping make game and attraction adjustments and continues with our marketing efforts." ([www.AEMLLC.com](http://www.AEMLLC.com))
- **QubicaAMF** - Dorman Spencer helped fit the 8 lanes into a very challenging space and provided the Highway 66. ([www.bowlingequipment.us](http://www.bowlingequipment.us))
- **EMBED** - Merrik Keller & the EMBED installation team. ([www.embedcard.com](http://www.embedcard.com))
- **Alpha-Omega Sales** - Joseph Camarota, Jr. , Dave Forlano, Henry Stoop, Tony Bari, and the Alpha Team for providing and installing the games and related equipment, including the prizes and the set up of the redemption prize center.
- **Aquatic Development Group (ADG)** - FlowRider ([www.aquaticgroup.com](http://www.aquaticgroup.com))
- **Rope Courses, Inc.** - Ropes Course ([www.ropescoursesinc.com](http://www.ropescoursesinc.com))
- **Lazer Frenzy/Creative Works** - Jeff Schilling & Armando Lanuti ([www.thewoweffect.com](http://www.thewoweffect.com))
- **Softplay** - Orca Coast ([www.orcacoastplay.com](http://www.orcacoastplay.com))
- **Carousal** - Chance 20' diameter, 14-horse. ([www.chancemorgan.com](http://www.chancemorgan.com))
- **Golf Simulators** - About Golf ([www.aboutgolf.com](http://www.aboutgolf.com))

Jay was born and raised in Provo, UT and graduated from Utah Valley University with a degree in Technology Management. His first job was in the construction industry and then he moved onto some very diversified and exciting work that included being a river rafting guide, a missionary with LBS Missions in the Philippines for 2.5 years, a firefighter for 4.5 years, and an internship with start-up technology companies where he learned about business plans, financial spreadsheets, and funding.

Jay and his wife Tammi have two children (ages 2 and 1). Family is very important to Jay. He has learned to juggle his work and family time with a great time management philosophy. Tammi often brings the kids to Provo Beach Resort so he can visit and spend some time with them. As Jay says, "Every kid loves to have a Dad that works in the family entertainment center industry."



Jay Roberts, General Manager, Provo Beach Resort, bowling with the Foundations Entertainment University Class #19, July 2010, Kansas City, MO. ([www.FoundationsUniversity.com](http://www.FoundationsUniversity.com)).

For more information, go to [www.provobeachresort.com](http://www.provobeachresort.com) or call 801-224-5001.



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Frank Seninsky is president of the Alpha-Omega Group of companies, which includes a consulting agency, Amusement Entertainment Management (AEM), two nationwide revenue sharing equipment suppliers, Alpha-Omega Amusements, Inc. and Alpha-BET Entertainment, and Alpha-Omega Sales, a full line game & related equipment distributor. All are headquartered in East Brunswick, New Jersey. During his 44 years in the leisure entertainment industry, Seninsky has presented nearly 400 seminars and penned more than 1500 articles. He has served as President of the Amusement and Music Operators Association (AMOA) from 1990-2000 (on the Board of Directors for 22 years) and as the President of the International Association for the Leisure & Entertainment Industry (IALEI) from 2005-2006 (Founding Member and on the Board of Directors for 11 years).

His columns regularly appear in Tourist Attractions & Parks, RePlay, Vending Times, and Bowling Center Management. Frank is co-regent for Foundations Entertainment University, which presents multiple-day sessions in the US and in growing markets including Russia, Ukraine, Dubai, UK, and potentially Asia, India, and Africa as well. His world famous 'The Redemption & FEC Report' e-newsletter goes out to more than 42,000 readers worldwide. Alpha-Omega Sales is the exclusive US Distributor for all Comfyland Edutainment Center products and the new exclusive distributor for GameALERT. Frank was just appointed to the Advisory Board of the National Association of Family Entertainment Centers.

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Amusement Entertainment Management, LLC is a worldwide industry consulting group specializing in the feasibility, design, layout and operation of Family Entertainment Centers and Leisure-Based Entertainment venues.

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