



# HeyDay's new venture puts the spotlight on bowling

Owners Brad Little and Trey Bates were new to the bowling business in 2014 when they added 24 lanes of bowling to their HeyDay Entertainment Center in Norman, Oklahoma. They quickly became believers in the popularity — and profitability — of the sport.

Yearly revenue at the FEC more than tripled after the renovation. “To say bowling had a huge impact on the business would be an understatement,” says Little.

It's no wonder Little and Bates decided to focus on bowling with their newly opened venture, HeyDay Lower Bricktown, in downtown Oklahoma City.

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“With the internet taking up more and more space in people’s lives, I think it’s important to provide the best in interactive, social entertainment,” says Little. “Bowling allows guests to enjoy some time in an activity that is suitable for all ages, enjoy food and beverage during the activity, and, most importantly, be able to talk during the activity. Most other activities are too immersive to allow for all the advantages that bowling offers.”

HeyDay Lower Bricktown features 10 spacious Brunswick lanes with state-of-the-art LED screens; an arcade; and complete food and beverage service at the lanes, in the restaurant, and on the patio. The destination is fast becoming a local hot spot for parties, group events, and date nights.

“Before we got into the bowling business, I did my due diligence on the main vendors, but selecting Brunswick became a no-brainer,” says Little. “Brunswick’s commitment to excellence in bowling and its never-ending creative technology is unparalleled in the industry. We’ll be a part of the Brunswick family as long as I’m involved in HeyDay Entertainment.

“Brunswick was very involved from the beginning of the project until after opening,” Little continues. “The company’s technical and operational expertise is off the charts, and the willingness of Brunswick representatives to be here for the opening is beyond any monetary value to us. As we look to open yet another facility in the coming year, I know Brunswick will be with us every step of the way.” In fact, HeyDay recently announced plans for an FEC in Denison, Texas, which will again feature Brunswick equipment.

The HeyDay owners choose Brunswick’s Sync scoring and management system for their business. “Sync is our reservation system and our scoring system,” says Little. “We use it for birthday party, bowling, and laser tag reservations. We love the new bowling games, such as Angry Birds and Horse. We also like that Sync will send guests their score sheets if they provide their email addresses. And we love the Brunswick Cloud because it allows us to upload images from any location. It’s a fantastic feature.”

What advice does Little have for proprietors who are looking for a bowling supplier? “Go visit a Brunswick location and see how much the proprietor loves Brunswick and the equipment,” he says. “The Brunswick team is first-class in every way and has always taken great care of us. I wouldn’t even consider using anyone else.”