



# Modernization a Must: A Strategy for Growth and Customer Retention

Major modernization projects are becoming more commonplace in the bowling entertainment industry, and in the opinion of proprietors like Sarah Purdy of Ten Pin Alley, these projects are not only becoming more popular but also necessary.

In January 2018, Purdy's center in Hilliard, Ohio, reopened to reveal 18,000 square feet extended to her facility. The expansion included eight boutique lanes—bringing her center's total lane count to 24—a new kitchen, restaurant, laser tag, arcade, corporate event space, covered patio, and two bocce ball courts.

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"Our building was 60 years old, and the mechanicals needed to be upgraded," said Purdy. "Our market conditions supported an expansion. We were getting to the point where we were turning events away due to lack of space, and we wanted to provide a scratch kitchen, which meant more equipment and more square footage."

After working alongside the Brunswick Bowling team and the company's alliance partners, Purdy and Trifecta Management Group—a management consultancy brought on to assist with the expansion—worked together to better define the vision that would bring Ten Pin Alley continued success and growth.

"Working one-on-one with the Brunswick team was an extremely important step in our expansion process," said Purdy. "The knowledge and resources I was exposed to accelerated the definition of our concept. Their team introduced me to key players who would assist us, and it allowed us to see examples of a finished product, so we knew exactly what to expect of this process."

"What I think people are surprised by—and most appreciative of—is the fact that we as a sales team are not pushy or fixated on a hard sell," said Sales Manager Tony Bisesi. "With Sarah, it was a great example of our focus on educating and providing resources, giving direction, and walking alongside to help keep the concentration on the project's current relevancy and opportunities given the market and the business' offerings."

For the team at Ten Pin Alley, their modernization was a key component to their growth strategy, much of which had been defined by the very people they were looking to bring into their facility.

“Our guests are looking for more diversity with their activities. We wanted to provide guests with things to do while they are waiting to bowl, such as the arcade, laser tag, bocce ball, and expanded food and beverage,” said Purdy.

Over the last decade, more and more centers are evolving their business model to provide fresh, all-inclusive entertainment offerings. With the various activities to keep guests entertained and the additional revenue generated by food and beverage, modernization has become a way to stay current and to capture a more diverse audience for a longer period of time.

“You will either grow or shrink,” said Purdy. “Quality food and beverage is an expectation. People have many options regarding where they can spend their time and resources. They are very discerning, and we need to give them the highest possible return. Our intention is to give them an outstanding experience and send them away with new memories they have created.”



As owners like Purdy get further into the planning process for their project, the Brunswick Bowling team always encourages owners to take time to visit facilities that utilize a similar business model. With a more defined strategy for the business, sales team members like Bisesi are able to offer a list of recommendations on where to go and what to look out for.



“One piece of advice I would offer to center owners considering modernization is to visit as many centers as possible to help narrow down your ideal concept and talk with people who have gone through a similar journey,” said Purdy. “Brunswick was able to give us the direction we needed to find who to talk to and who to see. From there, we assembled a strong, knowledgeable team to assist with the project.”

Ten Pin Alley features Brunswick ProLane™ Synthetic Lanes, GS-X Pinsetters, Sync™ Scoring and Management System, and Lightworx® LED Pin Deck Lighting.