

A DAY AT THE 'BEACH'



UNIQUE PROVO FEC HAS BOWLING & EVERYTHING ELSE UNDER THE SUN

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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, professional concert stage with seating for 180, t-shirt shop, Toddler Town, pinewood derby racing and more. This ultra-modern 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. "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.

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.

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 – Bowling ranks as the No. 3-4 attraction at the FEC, in terms of gross revenue. In addition to the eight lanes of bowling, the center also features two lanes of QubicaAMF's Highway 66.

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.

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 Café 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.

For more information go to www.provobeachresort.com or call 801-224-5001.

