



# INTERNATIONAL **BOWLING INDUSTRY**

THE WORLD'S ONLY MAGAZINE DEVOTED EXCLUSIVELY TO THE BUSINESS OF BOWLING

## SPECIAL EDITION



# centerstage



**QUBICA**  **AMF**

THE POWER OF PARTNERSHIP



CENTER STAGE



Tim Corley and  
Eric Fritzeen



It cost \$2 million, but owners got designer Eric Fritzeen's brand of "wow" from floor to ceiling (also more room for games and a sports bar with mezzanine).

Tim Corley, president of the Bowl New England chain (18 centers, 7 states), says projections for refurbished Spare Time Colchester, (Colchester, VT) see \$3 million this year. Very nice, especially compared to the past high-water mark of \$2 mil. ❖



In the ceiling treatment, Fritzeen capitalized on work done years ago to install the right-hand curve. Fritzeen put in the left curve and LED lights that constantly change color.



Bar signage out front reads: "Good Food – Good People – Good Sports." Decor includes an 850-pound bear shot by Bowl New England CEO Dick Corley and trophies supplied by local hunters.

# centerstage

PHOTOS BY ANDY MAGER

## CENTER STAGE



Just a hint. Among the six properties in Tom Shannon's portfolio are Strike Cupertino (Cupertino, CA), top, and Strike Bethesda (Bethesda, MD), middle. Bottom, "Carnival presented by Bowlmor" is a fun space for the family by day, a nightclub after dark with a carnival theme; it sits one floor up from Bowlmor Lanes in Greenwich Village, the first of Shannon's trendsetting locations.

# CENTER STAGE

\$20 million, give or take.

That's the budget for the most ambitious project yet by the man who first put bowling among the high-end leisure pursuits. And there isn't a laser tag gun in sight.

Tom Shannon's Bowlmor Times Square will be a love song to his flagship city, with 50 lanes parceled out among seven theme areas and 90,000 square feet. Patrons will bowl and dine in Central Park (concept rendering 1, to the right), Times Square in the '60s (2), Chinatown (3), artists' lofts, the subway, Gilded Age New York, and the psychedelic world of Andy Warhol.

The project is unprecedented.

So is the exclusive access to it *IBI* will have all the way through.

In a first for *IBI* and for the industry, we will be reporting in these pages as this one-of-a-kind bowling emporium moves toward completion. On our website, we'll be posting more concept renderings as they are developed and slides documenting the progress of construction. Then we'll be joining the evening-formal grand opening celebration, expected in October.

The building of Tom Shannon's latest venue is just beginning. Check us often for its status, because Bowlmor Times Square is going to be one eye-popping stage for bowling. Our address: [www.BowlingIndustry.com](http://www.BowlingIndustry.com). ❖



CENTER STAGE

# CENTER STAGE

PHOTOS BY ALAN BLAKELY OF BLAKELY PHOTOGRAPHY

The managing partners were proud at the opening, and who wouldn't be?

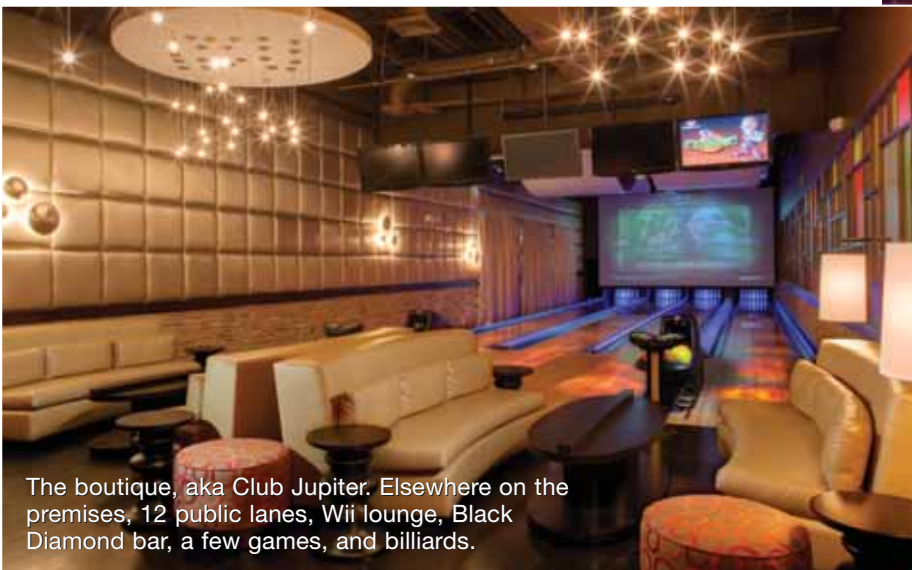
There's nothing like Jupiter Bowl in the state, claimed Mike Malone, and why wouldn't he?

Admittedly inspired by Lucky Strike and AMF 300s, Jupiter is backed by people with backgrounds in entertainment and communications as upscale as their new Park City, UT center:

Malone, IT entrepreneur, has raised more than \$500 mil for his projects. Amy Baker, NBC News, 20 years. Barry Baker (Amy's husband), managing director of a leverage buyout firm, 80 companies in portfolio. Tony Thomas (son of Danny, brother of Marlo), producer of *Golden Girls*, *Benson*, many more tube hits.

Drop in at Jupiter and at least one of them is pledged to be there to see to your every whim.

Interiors by DeCesare Design Group, Mesa, AZ. ❖



The boutique, aka Club Jupiter. Elsewhere on the premises, 12 public lanes, Wii lounge, Black Diamond bar, a few games, and billiards.

# CENTER STAGE

Partners Malone, Baker, Baker, and Thomas.



The Lift, a grill and lounge with 40+ items on an eclectic menu.





"We have seen a large increase in bowlers using On-Lane Redemption, then going directly into the game room to spend more time and money. Adding On-Lane Redemption is one of the best decisions we have ever made."

**Scott Devers, General Manager**  
Mike Aulby's Arrowhead Bowl  
Indiana

## On-Lane Redemption

Drive your business, one ticket at a time

Redemption games are increasingly popular among today's youth and open play bowlers. They represent a successful revenue generating tool for centers that cater to these market segments. Redemption is shown to increase key areas of your business including your party business and F&B sales, along with open play bowling.

The On-Lane Redemption System by QubicaAMF was designed to integrate with the Bowler Entertainment System and Conqueror Pro Management System, to provide a complete, customizable solution for managing your bowling center redemption activity.



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