



**REAL REAL PEOPLE
STORIES
RESULTS**

**A successful transition—
right down to the core**
BES X helped this owner reinvent
his center and reap the benefits

QUBICA AMF



SpareZ

Davie, Florida
USA



**REAL PEOPLE
REAL STORIES
REAL RESULTS**

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A successful transition right down to the core

BES X helped this owner reinvent his center and reap the benefits

Joe Schumacker is no stranger to achievement, both in and outside the bowling industry. So successful in fact that he is in wide demand as a coach for both seasoned CEOs and promising entrepreneurs. He also holds important seats in organizations such as Junior Achievement, Vistage, both the Rotary and Prestige clubs, and is a past president of the Bowling Proprietor's Association of America.

Suffice it to say this man is a bowling aficionado, is driven and determined, and knows what it takes to win. That is exactly what happened when the chance came to purchase the place that would eventually become SpareZ— and another chapter in his book of success stories.

Above and beyond the bar

SpareZ wasn't always the thriving core bowling business it is today. In fact, the center originally opened in 1990 as University Bowl, and was essentially a popular bar that just happened to have 64 lanes of bowling in the back. Despite its non-bowling claim to fame, Joe acquired the facility in 1999, running it as Don Carter University until 2006, when he decided a major renovation and rebrand were in order. Accordingly, he gave the place a full makeover, a hip new name—SpareZ, and brought in what was then a state-of-the-art Qubica Bowland X scoring system plus the latest Conqueror Pro management and POS systems.



Getting to the core of profitability

Joe's decision paid off handsomely. While folks might recognize the facility he bought back in 1999 on the outside, inside and on paper the story is much different today. While patrons are welcome to stop in for a drink, the place is all about bowling.

In fact, SpareZ is now recognized as a leading "Core Bowling" business that consistently

outperforms more traditional ones in the areas that truly count: games bowled (volume); total revenue per game; and operating margin.

challenge

Core bowling defined—and redefined

As Joe Schumacker clearly knew, the most important part of any core bowling business is the "sale" of the bowling experience itself, by the game, hour or event. Typically, these operations generate approximately half their total volume from direct bowling revenue (DBR)—the payment for a bowling experience. The rest is derived from sources such as food and beverage sales, vending, billiards, amusements, shoe rentals, along with pro shop and retail sales.

Studies have demonstrated positive results for traditional centers that convert to modern core bowling businesses. Yet, the story is different when it comes to new construction, considering the high costs and space allocation issues associated with it. In these instances, research suggests more favorable outcomes for businesses that have a significantly smaller bowling footprint—with bowling playing a complementary role as part of a family entertainment center or core food and beverage business.

This was certainly the case for Joe. "I'd done my homework, and knew before I started that we'd have an easier time driving a core bowling business than a lot of our competition," he says. "Not everyone can become an FEC."

Aiming to repeat an amazing feat

Always thinking strategically, Joe took another close look at the SpareZ enterprise in 2014. The concepts, products and processes he'd employed thus far had worked very well for him, and the business had a proven record of strong performance. But he truly believed he could push the envelope even further, and started considering another renovation, along with a fresh reinvestment into new systems.

Joe explains, "You have to ask yourself, 'How am I going to drive that next game of bowling?'"

"After several years of relatively flat lineage I wanted to increase total lineage at a higher price per game. BES X provided the platform needed to shift to a strong growth trend."

Joe Schumacker, Owner



Joe Schumacker

*Owner, SpareZ
Davie, Florida, USA
Opened in 1990
64 Lanes
Converted from Bowland X in 2015*



SpareZ
Davie, Florida, USA

Learn more about SpareZ at sparez-davie.com >>



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solution

BES X brings bowlers in, and back for more

Optimistic for yet a second leap in growth, and primed for another upgrade, Joe made one of his typical objective assessments of the assets he had available at SpareZ. His existing equipment—including legacy Qubica scoring—was serviceable; but it didn't provide any unique opportunities to enhance the bowling experience itself. Joe made the decision to upgrade to BES X—the world's only bowling entertainment system, which he duly installed at SpareZ in January 2015.

“We just needed the right system to back our winning operational model,” he remarks. “The BES X system generally lifts the demand for bowling products. It projects a contemporary entertainment environment which provides enhanced satisfaction for all customer segments, including competitive bowling.”



solution

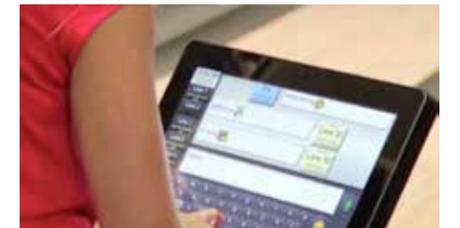
To be sure, Joe quickly discovered that BES X can serve as the “engine” that drives the on-lane experience. True to its reputation, it provided SpareZ with the tools and features needed to attract and reach a wide variety of customer segments. Through the use of large high-definition screens and high-tech LCD bowler consoles, BES X projects a contemporary entertainment environment which provides great entertainment for all varieties of bowlers, regardless of age, gender, tastes or skill level.

“The entertainment segment of the spectrum creates value to customers through the entertaining nature of play, the pace of play, and the visual excitement of the display,” Joe says, “enabling us to provide unique offerings for different segments. BES X has helped us deliver on the promise of core bowling, and has lifted the demand for all types of bowling we offer.”

That differentiation has enabled SpareZ to cultivate a strong bond with the Davie, Florida community, making it a hub for casual, entertainment, and even competitive bowling. It has helped transform the center into a true destination.

QubicaAMF's BES X Bowler Entertainment System helped SpareZ:

- Create a holistic entertainment experience
- Drive the engine of core bowling
- Increase total lineage at a higher price per game
- Attract a broader customer demographic
- Bring in more repeat business
- Increase revenues from all other ancillary products and services



SpareZ
Davie, Florida, USA



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result

A smashing success—minus the discounts

Joe and his team couldn't be happier with the return on their investment in BES X. SpareZ customers are flocking in to see and feel the difference BES X brings to the on-lane experience. Bigger crowds, longer wait times, longer stays and more repeat business are now the norm.

SpareZ achieved peak revenue and income after its first full year with the system. To date, year two is showing an improvement over the first in volume, revenue and profitability. "My high level of satisfaction is supported by our positive performance both in terms of total lineage and price per game, which we achieved by eliminating discounting."

The numbers are indeed impressive. Lineage from entertainment bowling products at SpareZ for the first 12 months of BES X operation was up by 8.1%. Entertainment direct bowling revenue was up by 14.5% for the same period.

BES X and Core Results

8.1%	Increase in Lineage
14.5%	Increase in Direct Bowling Revenue (DBR)
11.3%	Increase in Group Event Lineage
12.6%	Increase in F&B Sales
12%	Increase in Shoe Rental Revenue



result

Raising performance across the board

Along with direct bowling, BES X has also had a positive impact on other areas of Joe's business. For example, groups love the alternative games it provides, and enjoy being able to customize the displays with individualized messages and corporate logos. Not surprisingly, lineage from group events is up by 11.3% with corresponding DBR increase of 17.6%.

In addition, lineage for birthday parties has grown by 3.9% coupled with a DBR gain of 4.5%. Shoe rental revenue has seen a 12% rise, with a per line rate lift of 8.7%. Food sales are up 12.6%, with a per-line lift of 10.1%; and amusement income for shows a 20.1% improvement for the same period.

Joe offers yet another perspective. "Most impressive for me is that after decades of being stuck in the 10-frame game mode, BES X is so accessible to the customer that the use of alternative games and features comes without the need for instruction by staff."

"My high level of satisfaction is supported by the positive performance we achieved in both total lineage and price per game, which we achieved by eliminating discounting."

Joe Schumacker, Owner



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Investing in tomorrow

Between BES X's capabilities and innovations, plus Joe Schumacker's inextinguishable vision, determination, skills and optimism, the future looks pretty amazing for SpareZ, to say nothing of the fortunate bowlers that live in the Davie, Florida area. With his finger on the pulse of the center, eye on the needs of the community, and mind on the financials, Joe is primed to make additional investments.

"I would recommend BES X to all bowling operators who look beyond the barriers established by the traditional league/open play model," he says.

Given Joe's track record—and the customers clamoring for a lane at SpareZ, core bowling business hopefuls would do well to follow his advice.



See what BES X can do for your center

Contact a QubicaAMF representative today

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