



A Look at the Positive



The past few months have been trying times. We've gone from the shock of being mandated to close to the sadness of how to handle employees. From the anxiety of what is going to happen next to being completely overwhelmed trying to obtain financial assistance. But reopening has begun, and brighter days are ahead!

There is no denying that the COVID-19 pandemic has had a devastating impact on our business, our lives and our bank accounts. However, despite the challenging times and huge financial setbacks, there are a number of positive things that resulted from the pandemic that can bring your center back even stronger than it was before closing.

We have heard it for years, "every cloud has a silver lining." According to Oxford Dictionary, every difficult or sad situation has a comforting or more hopeful aspect, even though this may not be immediately apparent.

So, what is the silver lining of this horrible COVID-19 pandemic for bowling centers? Well, believe it or not, there are several!

- There have been projects that were put on hold so they wouldn't disrupt the business or until you had time to do them that are no longer hanging over you! DONE! The venue and equipment are in the best shape they have ever been. Keep the momentum going. Not only will customers notice, but they are paying particular attention now!
- The center is sparkling! This is not only noticed, but is expected and required. Embrace the love from moms and dads impressed with the cleanliness of your center.
- The center has established better communication with customers resulting in higher than ever customer loyalty. Continue to nurture this relationship. Not only did you miss your customers, but they missed you too!
- Restrictions and safety guidelines make managing and pricing lanes by time as the most efficient option. For those centers who have struggled with transitioning from game to time bowling, there is no better time than now. Customers will have no problem bowling by time and the center will not be looked at as the "bad guy" for not offering bowling by the game. It's quite simple now to transition. "Due to new regulations, we are offering bowling by time only." 😊
- New operating procedures to keep your customers safe, can be incorporated into an enhanced, full-service experience and priced accordingly.
- Positive media coverage showcasing bowling centers reopening and the measures being taken to provide a clean, healthy and fun environment will help change the negative image bowling still has with some demographics. Bowling is NOT what it was 20 years ago and it's time to change the mindset of those that still think it is! Keep marketing the center and let's show the world that bowling is amazing! Good, clean, fun!!!

- Making careful consideration when scheduling staff. Running a tight ship often takes a little extra time to plan but can save money over time.

Just because centers are beginning to reopen, does not mean we should stop the momentum we have gained over the last few weeks. Keep focusing on the positive things that have come out of this, and show the world that bowling is back and is stronger, cleaner and more fun than ever before.

What silver lining have you found for your center? Post the positive outcomes you expect to see or have already seen on [Beyond the Frame](#) or leave us a comment on BES Xtras post.

“The Future’s So Bright, I Gotta Wear Shades”
~Timbuk 3

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“There is no danger of developing eyestrain from looking on the bright side of things.”
~Unknown