OPERATING SCHEME

Our mini-bowling lanes allow for different operating schemes; however, it is recommended that an hourly rental will be the best method of operating the lanes and will have the greatest Return on Investment (ROI). A time trial was performed to see how fast a game could be played by users of the mini-bowling lane. Total game time for a game was approximately 7 minutes per person for a 2-player game. This result is over 2 minutes higher that what was previously achieved during testing in our production facility. This longer time was due to visitors talking as one bowler left and another stepped up to throw. The longer game time also shows that an hourly rental scheme would be best to generate revenue as shown below:

If the cost of using the lanes are charges per game, theoretical revenue is as follows:

$3/per game x 7 games/hour = $21/hour potential revenue

While the lane has a potential of 12 games/hour (60 minutes ÷ 5 minutes per game), this is not a realistic number. **The 7 games per hour used in the potential revenue calculation above, is based on additional time being required for guests to determine order of play, enter names on the scoring terminal and time between shots as one bowler leaves the lane, and another arrives**. These factors would contribute to reducing the potential actual number of games per hour.

There were several observations made while Ball Bowler Mini Bowling was on site at the FEC:

- It was typical for young children to grab a ball off the return and hold onto it while waiting for their turn. This caused play to be slowed slightly as the bowler waiting to complete their second shot would have to wait, on occasion, for the ball they had delivered on their first shot to return. This was only a minor inconvenience, as the pin setting machine is designed so that the majority of the time, a ball delivered on a first shot, is returned to the bowler prior to, or at worse, as the sweep rises at the completion of the cycle.
- A more pressing issue was the number of times that the sweep was hit by bowlers (BOTH adults and youth guests). Very young children did not understand to wait until the sweep went back up. Additionally, parents assisting them were typically not paying attention to the fact that the pin setting machine was running. In other instances, visitors said they did not see the sweep because they threw the ball and then grabbed another so quick and shot, they failed to realize the machine was running. Lastly, there were other guests who indicated they were not familiar with bowling and did not know to wait for the machine to complete its cycle. There were even guests that indicated they hit the sweeps on full size lanes. So, this lack of understanding is not related to just mini-bowling.

  Because an attendant would be needed to retrieve balls and oversee the lanes use, potential revenue would be reduced due to the attendant's hourly wage. It is because of these factors that an hourly or party rental charge would be the best option for operation of the lanes, in addition, more revenue is also generated. An attendant would not be required to staff the lanes but could "float" between attractions. They would only typically be needed at the

beginning of each hour or party to briefly explain the proper use of the lane(s). Additionally, to ensure that balls were not removed from the FEC, each lane could have a number-coded set that would be given to guests as they were assigned lanes. As an option, a hold could be placed on a credit card to ensure the balls were returned. Only two balls per lane are required due to the speed of the machine.