

FROM BOWLING CENTER TO ENTERTAINMENT CENTER



TRANSFORMING WITH THE TIMES

Executive Summary

Betson helped Stardust to make their transition from a Bowling Center to a complete Entertainment Center with the addition of a new game room among other enhancements.

Challenges

Stardust Entertainment Center faced the challenge of deciding which games and attractions would best fit their customer base and community. Financing is also always challenging for businesses.

They needed a company to advise on the right games for their location and the correct game layout for their footprint.

“Our largest issue was selecting a company to advise us on the right games for our location and the correct game layout for our footprint,” said Owner Gary Richards.

“The game room has been, by far, the leading revenue generator of our new renovation. The Betson staff really did an outstanding job of game selection and room layout, our customers have given rave reviews.”



How Betson Helped

The Betson team made a number of visits to the facility and determined the optimal layout and game selection for Stardust's specific needs. Betson also provided financing options to make the process smoother.

Some of the games that were placed include:

- Halo: Fireteam Raven (4-Player)
- Let's Bounce
- Ticket Time
- Jurassic Park Arcade
- The Walking Dead Arcade



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Results, Return on Investment and Future Plans

The game room has been the leading revenue generator from the renovation of the property.

“Betson staff has continued to visit our business to review game sales and make recommendations on how to increase game revenues. It’s the kind of service we have come to really appreciate from Brian and the Betson staff,” said Richards.

