

JANUARY 2016

# BCM

OFFICIAL PUBLICATION OF BPAA

## LASER FOCUS

BPAA Past President Jack Moran Describes How His Ancillary Areas Fuel His Bowling Revenue

**PLUS:**  
Bowling Summit  
Preview

# BEFORE & AFTER

BCM Renovation Spotlight

▼ Concourse / AFTER



## Sun Valley Lanes

Lincoln, NE

Proprietor: John Losito

"Our new arcade is 1,500 sf., replacing a store room, meeting room, pro shop and small arcade. I did more in game revenue in the first 17 days that I was open, than I did the entire previous year! My pro shop sales are down about 10% due to the smaller space, however the arcade profit is more than making up the difference.

The bowlers area remodel was specifically designed around my customer base of traditional leagues. Increasing the area to 19' and removing a step enabled me to use larger 6-person tables, resulting in improved food sales by both league and open play customers."



- ▶ **Number of Lanes:** 32
- ▶ **Length of Project:** 5 months
- ▶ **Date of Completion:** August 11, 2015
- ▶ **Type of Renovation:** Redemption arcade and bowlers area.
- ▶ **Equipment Upgraded:**  
(Manufacturer/Companies Used)  
Architect: Jerry Nelson, Architectural Innovations  
Construction: AJ Donner Construction  
Bowling Center Furniture: QubicaAMF  
Redemption Games: Central Distributing Omaha, NE.  
Arcade Card System: Intercard/QubicaAMF

▲ Concourse / BEFORE

▼ Redemption / AFTER



▲ Redemption / BEFORE

▼ Arcade / AFTER



▲ Arcade / BEFORE