

## PROJECT PROFILE...



### All Star Lanes Renovates and Adds Attractions

*December 2009 - Sandy, UT and Tooele, UT*

Bowling centers today are seeing the writing on the wall and are making bold steps to renovate and refresh their centers by adding additional attractions and giving their facilities a make-over of sorts. It's been the prevailing message this past year and one that was heeded by a recent client of Creative Works.

Brad Shepherd, owner of three bowling centers under the name of All Star Lanes approached our team to help him add some attractions to two of his centers. He had some unused space he wanted to transform and came to us from a recommendation from Brunswick Corporation, the equipment provider of his lanes and another one of our close clients.

Our team worked with Brad and his contractor to get all of the required specifications, drawings, electrical concerns and more finalized for the attractions he asked us to supply. In one location we installed a 2,500 square foot laser tag arena, and another one we installed a 400 square foot enhanced [Lazer Frenzy laser maze](#).



The high-tech themed [laser tag arena](#) went into an unused banquet area of the bowling center that happened to be on the second floor. The challenge was getting the attention of the bowling patrons to walk upstairs to play the game and keep it at the forefront of their minds within the center itself. Through the creative use of mixed marketing mediums within the center and one of our Matrix Gate Archway props, the laser tag arena got the exposure it needed and the results exceeded expectations.

During the same time the laser tag was being installed, a second team was busy at work installing all of the electronic components for the enhanced Lazer Frenzy laser maze. Over 16 lasers in this stand-alone arcade-style attraction were used to create a challenging and fun game for the patrons of the center. Voted best new product of the IAAPA show recently, this award winning attraction will help drive additional revenue to an area within the center that wasn't producing any income. Additionally, they plan on adding it to their birthday party packages and creating contests for players to win prizes throughout the year as a way to further differentiate their center.



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