

Project Profile

Client: Planet Fun
Location: Shallotte, NC.
Owner: Brian McCall

July 2009



Brian McCall, owner of Planet Fun and Starz Sports Grille in Shallotte, North Carolina was looking to create a 50,000 square foot entertainment center that would bring much needed jobs and a whole lot of fun to his community. "We are extremely excited about the project and look forward to bringing this upscale family entertainment center to Shallotte." said Brian. "It will offer an array of attractions and recreational activities for the entire family."

In July 2009 this became a reality, and with the help of the Creative Works team supplying the themed laser tag and miniature golf attractions, this became the largest family entertainment recreational complex along the Coastal Carolinas. The facility features 32 state-of-the-art bowling lanes, 4 lanes of Highway 66 mini bowling, a 2 level Space themed laser tag arena, a 9-hole Ocean themed blacklight miniature golf course, bumper cars, indoor soft playground, the largest redemption and video arcade in the region, party rooms, concession stand, Pro Shop, and a 100+ seat sports & media restaurant called the Starz Sports Grille. "Our vision is to provide a tremendously fun experience in a safe, clean, comfortable, smoke free atmosphere with great customer service at a tremendous value." said Brian.

The Creative Works team met with Brian and his partners at several industry related events to review their plans and help them chart a course of action. Beginning with the Foundations University workshop in May of 2008, which was held in Kansas City, MO, we reviewed their project plans and attraction mix and helped to explain the variety of theming options we had available. We also visited several showcase entertainment centers in the area, which helped to bring the entire project into focus and provided their team with a behind-the-scenes look at the operation and marketing of successful centers. Later in the year we met with them again at the IAAPA tradeshow, where we had more detailed discussions about the specific

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themes they liked for the laser tag and miniature golf attractions and helped to firm up the site preparation details that would be soon to follow.

During the design phase of the project, we developed layouts for both the laser tag and miniature golf attractions which were sent to the architect for inclusion in the overall site blueprints. We collaborated on several design meetings with architects and contractors involved in an effort to ensure the attractions flowed properly along with the other areas that were being designed for the facility. Our layouts included overall space requirements, specific room layouts, lighting plans for blacklight fixture locations, electrical plans for the location of outlet receptacles and switch panels, and more. Several revisions were made to these plans during the design phase to reposition the location of the laser tag and miniature golf attractions and ensure a proper fit. In the final designs these attractions were tucked in nicely next to the redemption arcade and bowling areas for optimum throughput and customer flow.



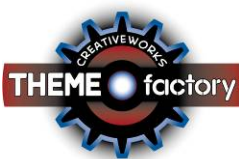
Once the project got underway, our team worked hand in hand with the General Contractor on the project, Mark Hiatt at Coram Construction to ensure that the site areas were prepared properly for the installation of our themed attractions. This entailed being involved in a myriad of construction meetings over several months with electricians, plumbers, flooring contractors, attraction vendors and more in an effort to answer their questions and collaborate on Brian's behalf. We also provided detailed checklists which outlined all items needing to be completed prior to our arrival.



During the installation of the themed environments, our team created some fantastic artwork on the perimeter walls including space scenes and planetary bodies in the laser tag areas and underwater ocean scenes in the miniature golf. The 2-level laser tag arena features glowing high-tech wall obstacles as the arena maze and two brightly lit Base Targets for the teams. The 9-hole miniature golf course features Atlantean architecture, lots of bright sea creatures, and a 9th hole prop of Poseidon with special effects lighting and sound. At the conclusion of the installation, Brian and his team were "very satisfied with the themed environments" we created. "[Planet Fun] will serve as an entertainment destination for all ages, and have a broad appeal to families, churches, schools, corporate outings and the many tourists that visit Brunswick County. It will be a huge asset to the local population and surrounding areas as one of the premier locations to spend time with you family and friends."

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