

Project Profile

Client: Premier Bowling & Recreation Center

April 2009

Location: Raytown, MO.

Owner(s): Min Lam & Laura Do



The owners of the Premier Bowling & Recreation Center, Min Lam and Laura Do, approached Creative Works to design a themed laser tag environment for their facility that would be visually appealing to their guests yet low-cost to their bank account. Since purchasing the business less than two years ago, they had steadily refurbished different sections of the facility and were looking to do something with an inactive billiards and seating area.

After researching their options, they decided that the laser tag attraction would offer them the largest revenue potential compared to other attractions which could fit in the same space. They had originally been approached by a vendor who offered to provide them with a laser tag environment on a revenue-sharing basis, which would have included minimal theming and used laser tag equipment. However, after reviewing the offer and realizing how important it was that the attraction be successful, they decided to provide a bigger WOW to their guests.

Creative Works first met with Min and Laura to learn more about their facility and to listen to their concerns about the laser tag attraction being added to their center. We helped to explain the various themes we had available for laser tag and assisted them in selecting one that met both goals of being eye-catching and immersive while at the same time cost-effective for their budget. After carefully considering their options they chose to install our most popular laser tag theme – Space Quest. This theme met each of their goals as it includes phenomenal space scenes which would be sure to entertain their guests, yet it is available at a very low price point. The cost of the Space Quest theme was even low enough to enable them to choose several optional enhancements including a Matrix Gate Archway, a Reactor Core center prop, Enhanced Airbrushing, and our new LED Lighted Vesting Racks.

Next we reviewed the floor plans for their entertainment center and the space where the laser tag attraction was to be dedicated. Our designers created a series of pre-architectural drawings that outlined the final room size for the attraction areas, indicated the quantity and location of black light fixtures and power receptacles needed, and displayed the proposed arena maze layout including the wall barriers, base targets, and prop locations. This helped Min and

Creative Works Theme Factory



350 Bridge Street • Indianapolis, IN 46226
317-834-4770 • www.THEWOWEFFECT.com • Fax: 317-834-4771



Laura to actually visualize how the attraction would be placed into the area they had dedicated for it and also helped them to prepare the space for our arrival.

Several issues that came up during the course of this project were related to the variety of ceiling heights inside the laser tag arena, the lack of space for guest instruction prior to each game, and adequate storage for the laser tag equipment.

The space where the laser tag arena was to be located was previously used for billiards and seating for patrons in their restaurant area. This area had a drop ceiling that varied in height from 9.5 feet in one area, to 14 feet in another area, and 16 feet in yet another, with each area being separated by a header outlining the particular space. This presented us with some initial difficulty in trying to determine the best location for the two target bases and the Reactor Core prop. Our target bases are normally 10 feet tall and over half of the arena space was too small for them to fit. In designing our laser tag arenas, we must ensure that they are laid out to be equally fair to both teams while at the same time are extremely fun and playable to the guests. Being hindered from placing a team base in one half of the arena would have resulted in a lopsided game surface and unhappy guests. Our designers solved this challenge by redesigning the top section of the target bases to lower their total size to 9 feet. Making this adjustment allowed us to place each base in the proper strategic location within the arena resulting in a playable arena layout.

Another challenge we faced on this project was dealing with limited space for training the guests to play the game and to store the laser tag equipment between games. In addition, the lobby area where our Matrix Gate Archway was to be placed at the laser tag entrance was an awkward shape, not allowing it to mount flush against the wall. After several discussions to review the options available, it was decided that the guests would be given instruction on the inside of the laser tag arena in the area where the guests entered. We created a small entry vestibule area with the "Mission Rules" board on the wall where staff could teach players about their game playing experience and how to utilize the laser tag equipment. The laser tag equipment was mounted behind the ticketing counter just outside the entrance using our bright LED lighted vesting racks. Our artist also painted a stunning 3D mural on the wall above the vesting racks, creating a bright and attention-getting area in the lobby that will be sure to draw guests to the attraction. Next, we completely redesigned the Matrix Gate Archway for a fully customized fit. These solutions helped Min and Laura to maximize their entertainment facility to its fullest by reserving as much space as possible to their laser tag arena, making a visually-spectacular ticketing area and entry point in their lobby, and ensuring the best flow of customers through their new attraction.



After the installation of their new Space Quest themed laser tag attraction was completed, their comments have been nothing short of amazing. Min said he was "...very surprised by the beauty of the theming and felt that [we] exceeded [his] expectations on this project!"

*TO LEARN MORE ABOUT THE SPACE QUEST THEME and how Creative Works can design and build your site for operational efficiency and maximum profit, review our [Theme Factory Brochure](#), our [Laser Tag Brochure](#), and **call our Theme Factory toll free at 877-843-6348**. Our themes are customizable for all types of entertainment attractions, from laser tag arenas and blacklight golf courses to dark rides, tourist attractions, amusement & theme park rides and more.*

Creative Works Theme Factory



350 Bridge Street • Indianapolis, IN 46226
317-834-4770 • www.THEWOWEFFECT.com • Fax: 317-834-4771