

# Project Profile

**Client:** Xtreme Adventures

**June 2009**

**Location:** Lutz, FL.

**Owners:** Warren and Ann Atkinson



Back in the fall of 2007, Warren and Ann Atkinson were attending an entertainment tradeshow looking to convert their fitness facility into a fun place for families and kids. They were excited about the possibilities to change careers and begin to offer something for their community that was requested by so many. Owning a successful fitness center for over a decade, they had transformed lives one at a time through strength conditioning, nutrition and education. “We wanted to turn our attention to the youth of our community and begin to offer something they could enjoy,” said Warren Atkinson.

“We met Jeff Schilling and his team at Creative Works at a tradeshow we attended, and knew we were in good hands.” Over the course of a year, they began making the necessary arrangements to exit out of the fitness industry and into the family entertainment scene. Along the way, Creative Works guided them through the start-up phases of their site including the attraction mix and architectural enhancements that were needed for the conversion. “Creative Works was there every step of the way with answers to our questions,” said Ann Atkinson.

The Atkinsons attended numerous tradeshows and became alumni of Foundations University, the educational entertainment course Creative Works helps to sponsor. In December of 2008, they began the process of transforming their site. “Being in a small community, they encountered some



## Creative Works Theme Factory



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challenges from their building department to get their site open, but through education and documentation, we were able to help them through the hurdles they faced,” said Jeff Schilling, Owner of Creative Works. “We find sometimes that some communities are a little resistant to

family fun centers because of old ways of thinking. The idea that these types of facilities are a breeding ground for trouble is a misconception.” Today family fun centers have become a place for adults and children to socialize, learn and have fun. They are an escape at times from the realities of life and a place for people of all ages to play.



“As part of the process in shaping a new family fun center, we give careful attention to the look and feel of the site,” said Schilling. “When customers walk through your doors, you want that first impression to be a lasting one where they feel welcomed.” Designing a family fun center not only

means making your guests feel welcomed but also making sure it hits the right cord with your target market. The Atkinsons and their kids settled in on a theme offered by Creative Works, called Adventure Quest. “This was one of the ten popular themes we offered other than custom that seemed to really connect not only with the locale but also the target market we wanted to attract, and the Atkinson family themselves,” said Schilling.

Inside the site, the attraction mix consisted of a two level laser tag arena, a rock climbing wall, video and redemption games, food and concession items, miniature bowling as well as Lazer Frenzy – the lazer maze game. The kids played a big role in what was placed within the site. “They seemed to have their finger on the pulse of their peers which confirmed our research,” remembers Schilling. Over the next 6 months until summer, the interior changes to the site took place while all of the décor and props were built by the Creative Works Theme Team back in Indianapolis. Equipment was ordered, marketing and operational procedures were put in place, staff was hired and training was completed.



“It was a long process, but the effort was worth it. Everything turned out better than our highest hopes and we are excited to start our new lives as owners of Xtreme Adventures,” said Ann Atkinson.

*TO LEARN MORE ABOUT THIS 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.*



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