

## Success With Smaller Footprint Solutions

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### CREATING A SPACE THAT INSPIRES

**SociBowl Has All Its Ducks in a Row with Brunswick's Duckpin Social** By Corrie Pelc

What do you get when three friends share a passion for craft beer and community? In the case of Joel Kamp, Chad Doane, and Michael Brower, you get a craft beer brewing company. The Three Amigos, as they like to refer to themselves, founded Pigeon Hill Brewing Company in Muskegon, MI, in 2014. The brewing company solidified its place in the Muskegon community and has enjoyed almost a decade of success. When The Three Amigos wanted to expand into the family entertainment sector, they dreamed up SociBowl, a place that expressed their values of community, inclusion, Mid-Century design, and fun experiences.

As the team searched for SociBowl's location, a facility that was once a traditional bowling center came up for sale, but the building had been repurposed over the years, and reintroducing traditional bowling lanes wasn't possible. Brower, a co-founder and chief brand officer of Pigeon Hill Brewing Company, still wanted bowling to be part of the mix at SociBowl. He looked at other options to accommodate his space. Ultimately, they decided to install six lanes of Brunswick's Duckpin Social which requires a much smaller footprint than a traditional bowling lane and could accommodate his space. "We thought Duckpin Social was the perfect way to utilize the space for bowling with the actual constraints that we were under," Brower adds.

#### Complimentary Focal Point

Since opening SociBowl in December 2022, Brower says Duckpin Social has helped bring in guests from a larger geographic area due to its novelty, yet it still draws on the continuing popularity of traditional bowling. "It provides a nice focal point for a facility that's centered around the idea of social fun and social entertainment with people interacting throughout the facility," he says.

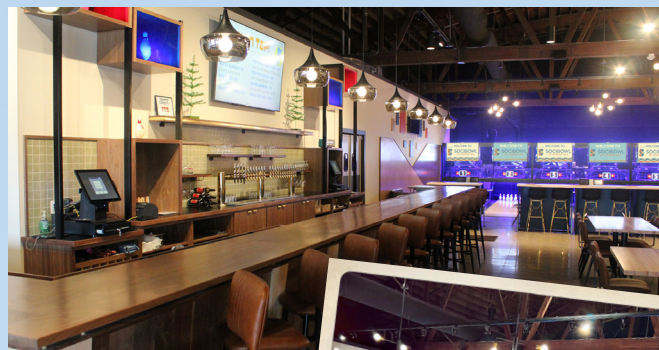
"You have the main attraction with Duckpin Social, but then you also have groups that come in and perhaps don't feel like bowling; we have something to offer them," he explains. "You may also have groups that come in and they're either waiting to bowl or they're done bowling, but they're not ready to go home yet. And so having complementary offerings helps keep them in the facility longer."

#### Tapping Into a New Demographic

After opening SociBowl, Brower says they were pleasantly surprised with the very diverse demographics, including ages and income, that Duckpin Social brought them. "It's brought out people that we've never really seen in our facilities before, which is phenomenal," he details. At SociBowl, anyone over the age of five can play Duckpin Social, and Brower says all ages enjoy it. "You'll see grandparents bring in their grandchildren; you'll see folks in their mid-20s coming out for a social hour; you'll see couples in their 50s coming out for a date night," he continues.

#### Less Space, Less Maintenance Required

In addition to being a smaller lane than traditional bowling,



Duckpin Social only uses one ball size for all guests and requires no shoe rental, which Brower said worked well for their limited space at SociBowl. "We just have the one size ball and they're all stored right in the ball returns," he adds.

Duckpin Social requires less maintenance than traditional bowling lanes. "We don't have to have an expert in bowling maintenance on staff," he explained. "Almost everything that needs to be done is handled by our team."

#### Getting in Sync

Duckpin Social utilizes Brunswick's Sync scoring and management system, which Brower says is very easy for both staff and guests to operate. "It just makes for a seamless experience, especially for the consumer," he says. "The guests certainly seem to enjoy the ease of getting into it, the ability to use the kiosk to get on the lane, and the ability to reserve lanes online."

#### Interactive Guest Experiences Beyond SociBowl

Through the Sync Scoring Tablet, Brower says guests can choose from a variety of Duckpin Social games to play. And guests can also use the tablet to look back at the games they've played, upload photos, and have their scores emailed directly to them. "That makes for a more interactive experience for consumers, which they seem to enjoy," he adds. ●

SociBowl is where inspiration meets memories. The Three Amigos designed the environment to be a place that felt cool and hip yet inclusive. From Duckpin Social to craft beer, SociBowl has captured the hearts of Muskegon.

