



# It's Never Too Late to Add Bowling to Your FEC

The Huish family has been in the family entertainment business for more than 60 years, offering such attractions as miniature golf, batting cages, bumper cars, flight simulators, laser tag, rides, and more. In 2016, for the first time, Scott Huish's family entertainment center added bowling to the mix.

"As a company, we're always improving and growing," said Huish, owner-operator of Tukwila Family Fun Center, located in Seattle, Washington. "We strive to give guests every possible reason to visit our park.

"We wanted to increase year-round attendance with a cold-weather attraction, as well as increase our corporate events business. Bowling was a good natural step for us. Bowling is great because it's something everyone, from 3- to 83-year-olds, can do. We're dedicated to bringing families together for good entertainment, and bowling fits that mission."

Once he had decided on bowling, Huish needed to find the right supplier.

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"We did a lot of research, and received bids from four different bowling suppliers," said Huish. "We chose Brunswick because of its reputation and experience. We've been in this industry a long time and like to align ourselves with industry experts.

"Brunswick brought us a one-stop buying experience, and the team at Brunswick is so knowledgeable," he continued. "Jason Dean (Brunswick director of new business development) and the experienced Brunswick team walked me through every step. I really appreciated that they provided me with a path that was best for my specific situation, and didn't try to oversell me on things I didn't need."

Huish was also impressed with the Sync™ scoring and management system.

"I like the look, feel, price, and ease of operation of Sync," said Huish. "Because all of our attractions run on point cards, it was critical that our point-of-sale system and the Brunswick Sync system work together."

Brunswick's help extended well beyond equipment sales, according to Huish.

"The planning guide helped me know exactly what was required in terms of square footage, height, and so on," said Huish. "Brunswick was instrumental in aligning me with industry experts like architects, flooring suppliers, and sound equipment suppliers. The installation team was very efficient and knew exactly what to do. For this first-time bowling builder, it was Brunswick's experience that made the difference. I would give them an A+.

"In fact, if I could go back and do anything differently, it would be to bring the Brunswick team into the planning process even earlier and include them in every planning meeting," Huish said.

Tukwila Family Fun Center features 16 Brunswick Anvilane™ Synthetic Lanes, StringPin Pinsetters, Sync™ Scoring System, customized Center Stage™ Furniture, and Lightworx® LED Pin Deck Lighting.