

tim durkan



NewsFrame

January, 2023

A monthly newsletter with industry updates for members of the WA State Bowling Proprietors' Association

Welcome! Edition VI

NewsFrame will be your source for updates throughout the 2023 - 2024 bowling season.

This month's issue highlights topics and discussion points leading up to the annual Mid-Winter Meeting February 26-27, 2023, at Ocean5 in Gig Harbor.



How Long Will This “Bull Market Business Boom” Keep Running?

Reports from member centers showed widespread record sales during the month of December. League lineage, robust open play business and holiday parties helped contribute to frequent waiting lists, food and beverage sales through-the-roof with revenue per square foot showing handsome returns across all platforms including arcades, meeting rooms and on-line reservations.

The annual Mid-Winter Meeting February 26-27 will include a discussion session on how to keep this wave of customers continuing into 2023 despite rising inflation and fears of a recession looming in the future.

SAVE THE DATES and plan to attend.



Why Should You Attend This Year's WSBPA Mid-Winter Meeting?



Reason #1:

A terrific welcome reception
Sunday evening February 26th

- The WSBPA Duck Pin Championship
- Long-drive contest
- Fabulous food & beverages
- Social networking at its best
- Hosted by Classic Products



Reason #2:

50% of our hotel room cost is being underwritten by the WSBPA Smart Buy Revenue Share Program at the Inn at Gig Harbor!



Reason #3:

The 2023 Legislative Session is underway in Olympia. Discuss proposed laws and amendments to our state constitution that would have implications affecting your personal and business activities.

Anthony Anton, CEO with the Washington Hospitality Association leads the conversation.



Reason #4:

What was it like operating a bowling center, restaurant, bar, arcade, mini-golf and an array of corporate parties in December?

Participate in a group discussion on “Best Practices” used by WSBPA members to maximize revenue and profits during the busiest 31-day period many in the bowling business have EVER SEEN!

SyscoTM



And Probably The BEST REASON?

JUST BEING YOU! Socializing.
Sharing Success. Sharing What's
Working.

**Being Around Other Successful
Business People.**

**Being Around Your Bowling Industry
Friends.**

JOIN US!

February 26-27, 2023.

Ocean5 & the Inn at Gig Harbor.



Get Your Teams Scheduled for the WSBPA High School Varsity Bowling Championship



Lilac Lanes in Spokane will host the return of the WSBPA High School Varsity Championships after a 3-year delay due to the pandemic.

An all-new format will enable all bowlers a fun-filled weekend, March 18-19, 2023, with events including singles, doubles and a four-person team event all included in one \$125 entry fee per person.

In addition, \$10,000 in USBC SMART scholarships will be awarded. Secure your team spots: greg.olsen@wsbpa.org

A maximum field of 32 four-person teams are expected.



WSBPA Receives \$11,560 Towards “Futures Initiative”

Our thanks to the following bowling centers for their commitment to the WSBPA “Futures Initiative” to provide funding for:

- An On-Call Attorney for Member Centers
- An Association Lobbyist
- Expansion of Youth Programs
- Industry Marketing & Promotion

Atomic Lanes – Richland

Aztec Lanes – Olympia

Chalet Bowl – Tacoma

Evergreen Lanes – Everett

Mt. Baker Lanes – Ferndale

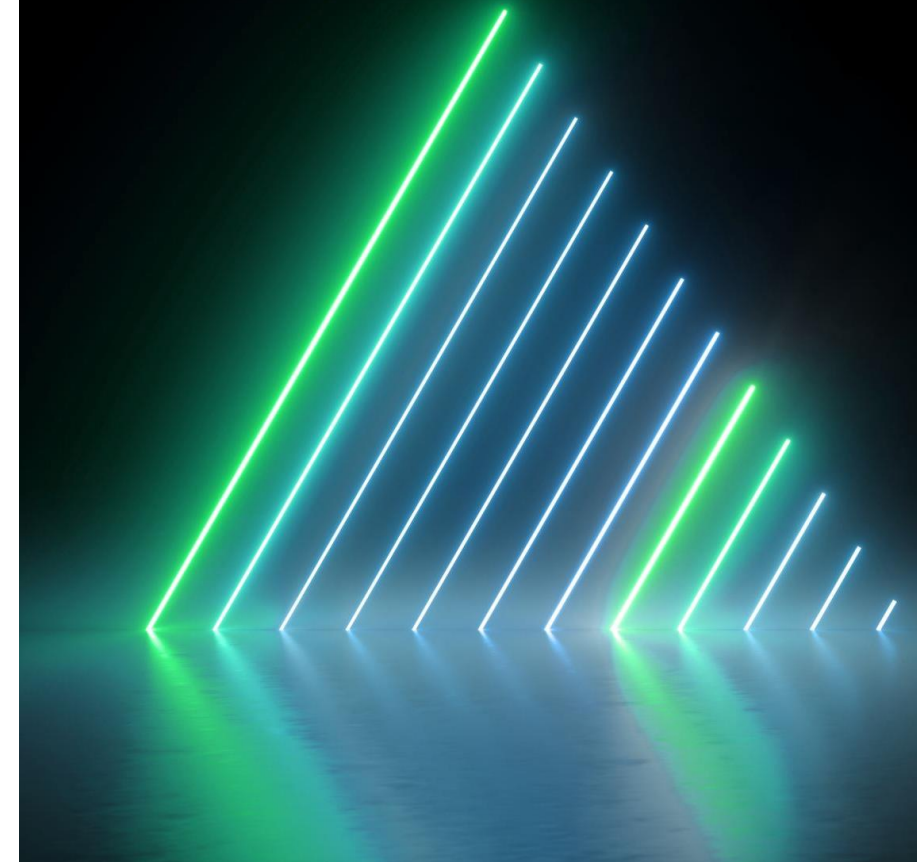
Tower Lanes – Tacoma

West Seattle Bowl - Seattle

Zeppoz - Pullman



**Center enrollment
being accepted**



WSBPA To Launch Expanded Programs

WSBPA “Futures Initiative” will begin its recruitment campaign in December through center visits, conference calls and Zoom sessions.

The “Futures Initiative” will encompass four primary objectives designed to expand resources for participating member centers while providing protection and safeguards should political or economic obstacles face the bowling industry in the months and years ahead.

Key Objectives Approved Include:

- * Providing legal counsel to member centers
- * Engaging a professional lobbyist to represent the interests of the association
- * Activating on-going marketing and public relations activities
- * Providing member centers tools to rebuild and expand youth programs

Funding program objectives will come from a collection of resources including:

- * BPAA-WSBPA Smart Buy Revenue Sharing
- * Voluntary member contributions
- * WSBPA Community Service Program
- * Partnerships

Educational Seminars - FREE

Resuming again in 2023, WSBPA member centers will have unlimited access for all staff and employees to benefit from a wide variety of educational seminars available from BPAA.

In 2022, more than 20,000 courses were taken by BPAA members across the country. Enroll your center: greg.olsen@wsbpa.org

Topics Include:

- Customer Service
- Food & Beverage
- Center Safety
- CPR Training
- Budgeting
- Outside Sales
- Talent Acquisition
- Marketing & Promotion
- Operations Management
- Robbery & Active Shooter Readiness
- Alcohol Awareness
- Revenue Management
- Digital Marketing
- Retention Strategies

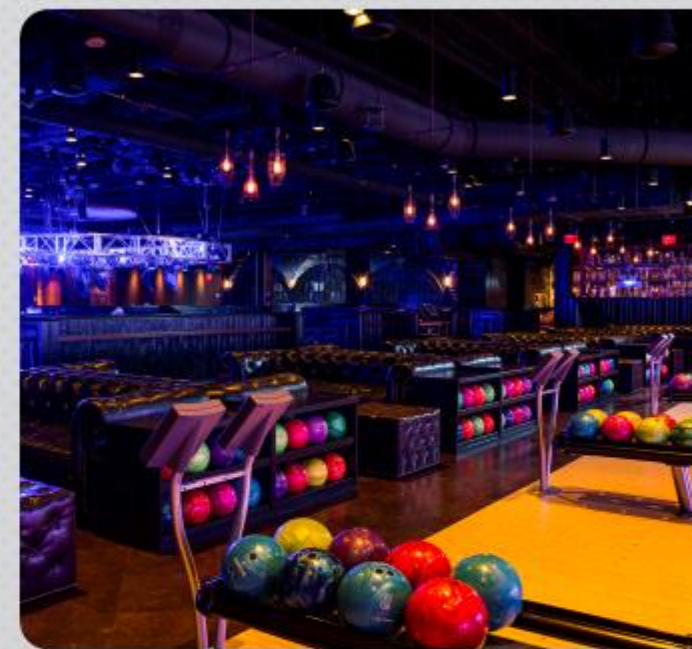


WSBPA Stands at a 98.333% Renewal Rate for 2023 BPAA & WSBPA Membership Dues. Down to Just One Center to Reach 100%

THANK



YOU!!



“THE PARTY”
TUESDAY, JUNE 7, 2023
BROOKLYN BOWL
THE STRIP – LAS VEGAS