



# FIRST ANNUAL CONFERENCE



# Conference Overview




## DAY ONE

- Opening Statements
  - Meet the Team
  - Review of Past Year
  - Training & Development
  - **New** Membership Program
  - Brand Identity
  - Marketing Efforts
  - Brand Consistency
  - Luv 2 Party
  - Luv 2 Eat: Kitchen & Cafe
  - Luv 2 Game: All Things Gaming
  - Luv 2 Mingle Dinner
- 

## DAY TWO

- Break Out Sessions
- Luv 2 Partner Table-Top Event
- Happy Hour Mix & Mingle
- Franchise Awards Banquet

## DAY THREE (Optional)

- New Franchise Orientation
  - Tour at Luv 2 Play Corporate
- 



# Opening Statements

JULIE CARICATO





# Meet the Team & Review of Past Year

MITCH GOLD &  
SOPHIA TELLEZ



# Open Locations

## Arizona

♥ Surprise

## California

♥ Riverside  
♥ Folsom  
♥ Temecula  
♥ Irvine

## Florida

♥ Royal Palm Beach

## Illinois

♥ Alsip

## Louisiana

♥ Metairie

## New Hampshire

♥ North Hampton

## Texas

♥ Killeen  
♥ Amarillo  
♥ Grapevine

## Wisconsin

♥ Appleton

## Canada

♥ Richmond Hill, Ontario



# 2019 Openings



**San Carlos**  
Opened June 1, 2019



**Stockton**  
Opened September 19, 2019





# Coming Soon

## Arizona

- ♥ Phoenix
- ♥ Norterra

## California

- ♥ Dublin
- ♥ San Jose
- ♥ Visalia
- ♥ Vista
- ♥ Chino Hills
- ♥ Rancho Mirage

## Kansas

- ♥ Wichita

## Massachusetts

- ♥ Sutton

## North Carolina

- ♥ Durham

## Utah

- ♥ Sandy
- ♥ Spanish Fork

## Virginia

- ♥ Fairfax

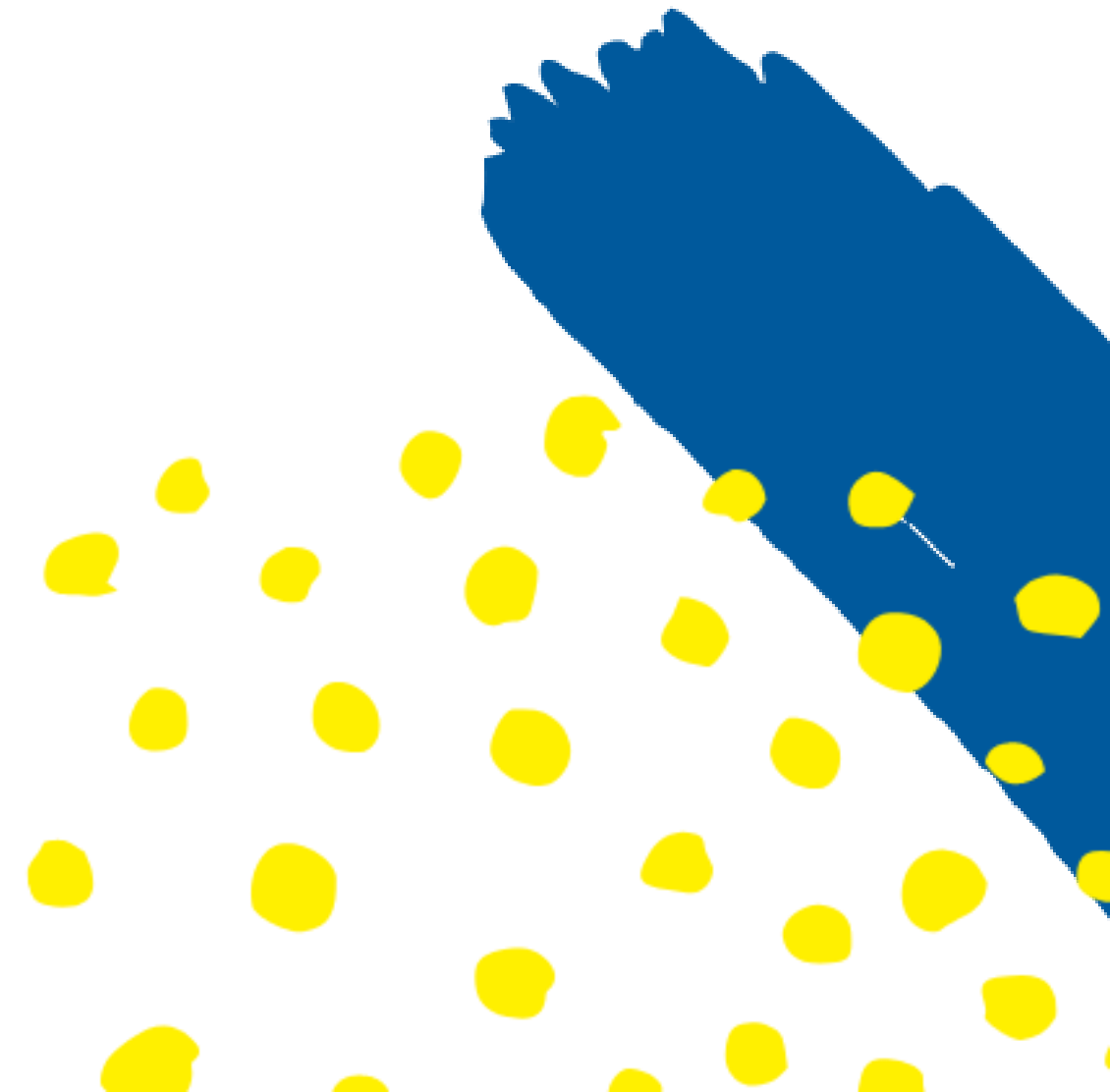
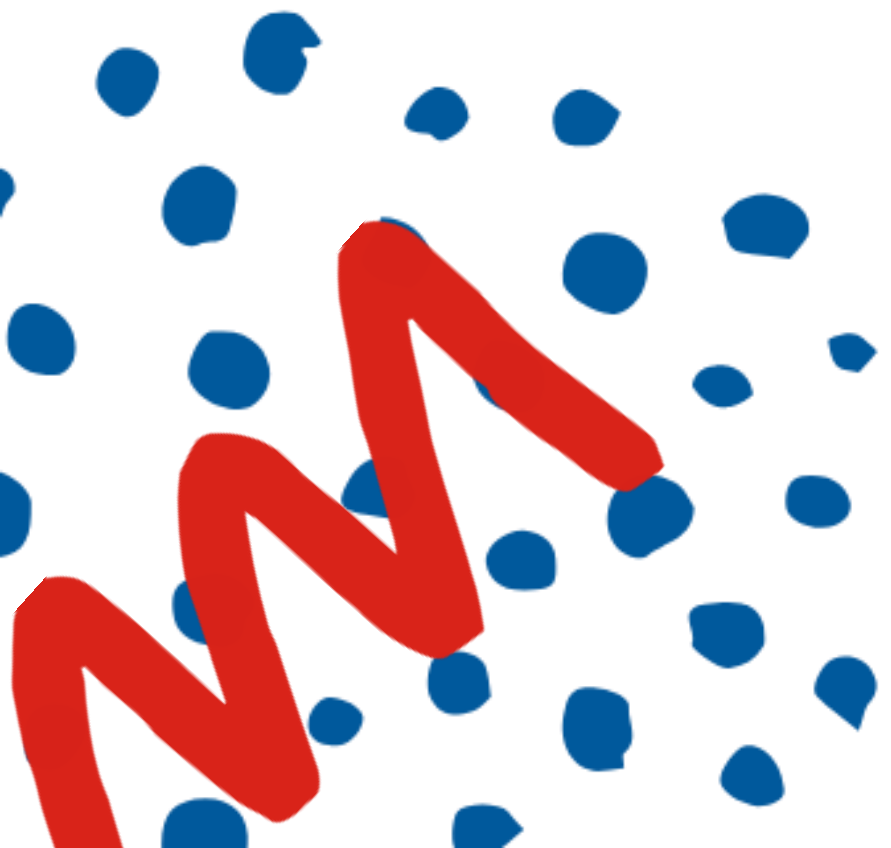
## Canada

- ♥ Grande Prairie, Alberta
- ♥ North York, Ontario
- ♥ Calgary, Alberta
- ♥ Lethbridge, Alberta



**COMING  
SOON!**

**Thank You!**



# Training & Development

EDWARD GORMAN





# Luv 2 Play National Franchise Advisory Board

- Purpose: Promote constructive, open & two-way communications from franchisees to the management of Luv 2 Play Corporate.
- The board will provide advice & feedback on company programs & other activities to improve franchisees' revenues, profits, and promote the value of the brand.

# Luv 2 Play National Franchise Advisory Board

## Goal:

- To make franchise owners an integral part of our planning as we grow.
- The NFAB serves in an advisory capacity, and its counsel and advice will be valued as Luv 2 Play management establishes system-wide policies, plans and programs.



# On Deck Program



ALL HANDS ON DECK



# On Deck Program

- Introductory Phase that everyone coming into the business will walk through.
- The following is a list of fundamentals that must be mastered & formed into habit.



# On Deck Program

1. Lunch with GM/Owner to discuss goals & plans.
2. Fully Complete Luv 2 Play Training Program.
3. Master Daily Schedule of Clean, Polish & Perceive.
4. Master Sales Training Binder
5. Master Each Role-Playing Scenario
6. Master **8, 3, 1** Process: Every day- Talk to **8** People, get **3** unique leads, & Remember **1** guest name.
7. Master birthday scheduling, bookings details, & notes on accounts.
8. Master Membership tracking, Team Communication.
9. Master Kitchen Prep, Cook, & Clean.

# On Deck Program

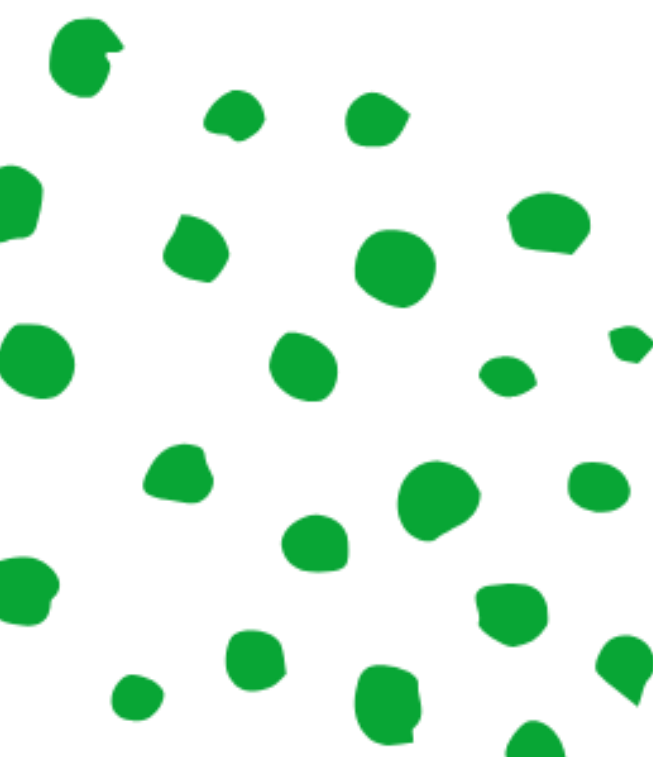
10. Perfect opening & closing checklist of the facility.
11. Complete & understand the walk thru & detail items to change, fix & add.
12. Understand the purpose of the HOB & complete HOB reports.

Report: GM/Ownership will meet with you monthly to give feedback on your progress in the On Deck Circle, They will detail what you are doing well, Areas you can improve, & challenge you to continue to grow within the company. This is your 90-Day On Boarding Program.



The 8, 3, 1

Talk to 8  
people a day.







The 8, **3**, 1

Connect, find  
**3** stories a day.





The 8, 3, **1**

Remember **1**  
Name a day.







**NEW**  
**Membership**  
**Program**

EDWARD GORMAN





# Month to Month Membership

Moving the membership to a month to month program will tap into the growing trend of this membership model.



Goal:

♥ Increase monthly membership in each location.

♥ Build value.

# Highlights

## Month to Month

- 2 Business day minimum to cancel.
- All cancellations must be done online.

## Valid Nationwide

- Added value, build brand awareness.

## Includes 10 Arcade Credits

- Increase scope of membership.

## 20% discount on Camps

- Increases revenue in this category.

## 10% discount on Cafe & Birthday

- Increase in Café Sales.
- Increase in Party Bookings.

# Memberships are the backbone of a successful brand!

Card integrated with  
Embed fun card.



## Tip

Most memberships do not cancel right away. In fact the average time on a month to month membership is more than 4 months.





# Membership Pricing

**Single**  
One Child  
**\$38**

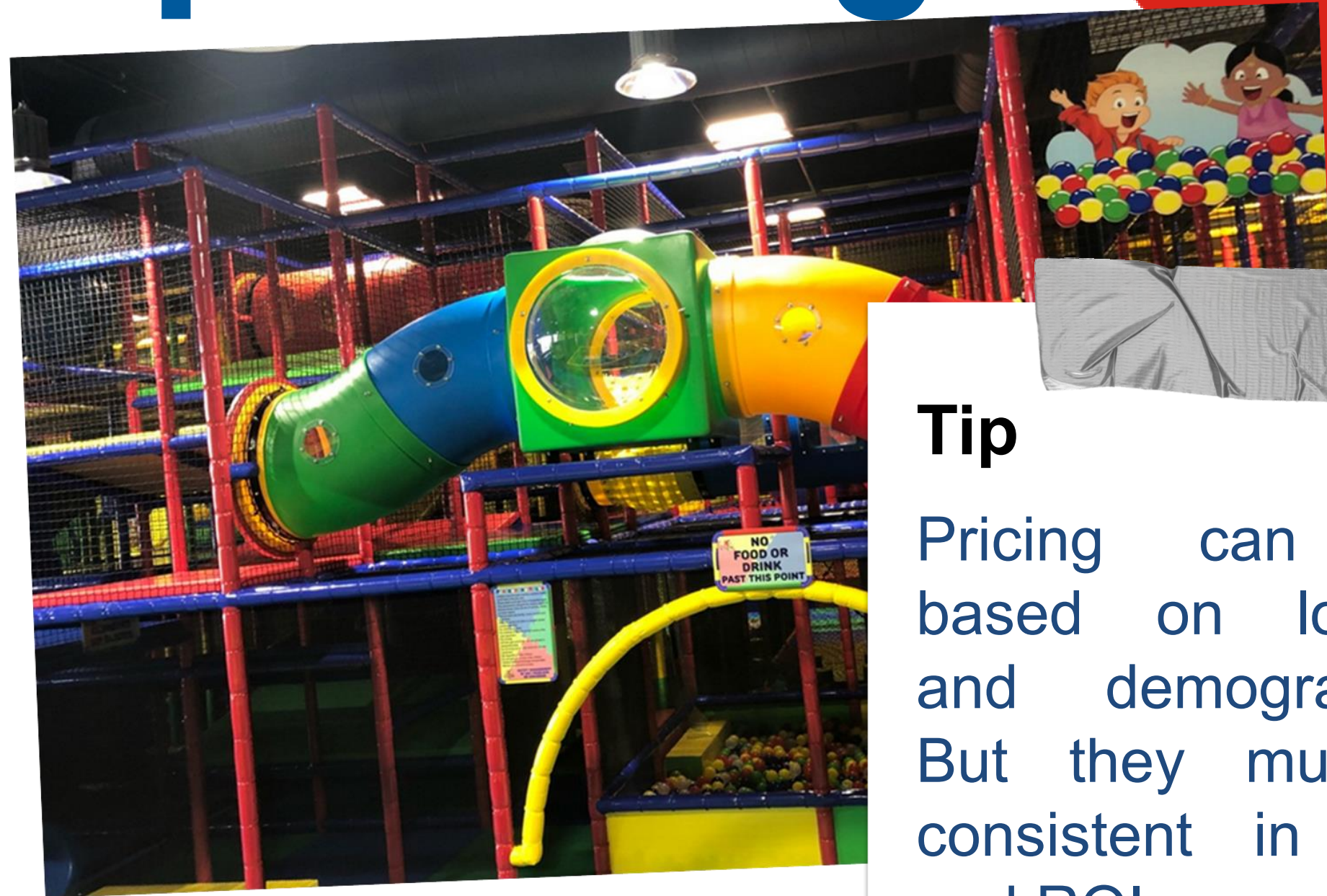
**Double**  
Two Children  
**\$58**

**Triple**  
Three Children  
**\$78**

Additional child (s): \$5 per child

Member Guest Pass: 1<sup>st</sup> Guest \$5

Additional Guests \$10



## Tip

Pricing can vary based on location and demographics. But they must be consistent in value and ROI.

Valid Nationwide.



# Easy On, Easy Off



- Online Cancel Form
- Email is sent to corporate and to specific location.
- All cancellations done by owner/GM



## Tip

Memberships build trust and brand identity.

Customers are Invested and feel loyal to brand.

# Membership Benefits

**Increase  
Revenue**

**Build Value**

**Employee  
Incentives**

**Recognition**

**Employee  
Engagement**



# Milestones

**Aug. 1,  
2019**

- Surprise Rollout (Alpha Test)

**Sept. 30,  
2019**

- 60 Day Analysis

**Oct. 14,  
2019**

- National Conference Reveal (Beta Testing)

**Jan.  
2020**

- Nationwide Rollout





# Brand Identity



**FETCHREV**

Celebrate the season at Luv 2 Play: Now Reserving for Teams!  
Book Now for Monday-Friday!



Book the Ultimate Party Package and Receive One Month of Membership On Us



Book the Ultimate Party Package and Receive One Month of Membership Free for the Birthday Kid

Email address \*  
**CLAIM NOW**

What We're Offering  
2...4...6...8... Who do we appreciate? Luv 2 Play is now offering Team Party Packages. Bring your team in to celebrate the season for \$9.95 per child. This package includes unlimited play and unlimited pizza.

About us  
Luv 2 Play is a new family fun center featuring a giant indoor playground, arcade, and cafe.

Join the Luv 2 Play Birthday and Email Club For Exclusive Offers



Description  
Get exclusive deals and coupons, and be the first to know what is going on at **Luv 2 Play**. Just sign up and reap the rewards!  
- We do not share your info with 3rd party vendors  
- We promise we will not be annoying with tons of emails.  
- We will make sure that what we email you is **AWESOME**.

About us  
Luv 2 Play is a new family fun center featuring a giant indoor playground, arcade, and cafe. Kids of all ages can get active and fuel their imaginations!

All It takes is a little information!

NAME

EMAIL

PHONE NUMBER

Kids' Birthdays

FIRST NAME

BIRTHDAY

[+ ADD ANOTHER](#)

**SHARE WITH US**

Contact Luv 2 Play Surprise  
623-584-2767  
luv2play.com/surprise  
15495 W Bell Rd  
Surprise, AZ 85374

Luv 2 Play Surprise  
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# Marketing Efforts & Brand Consistency

CHRISTINA COUNTS



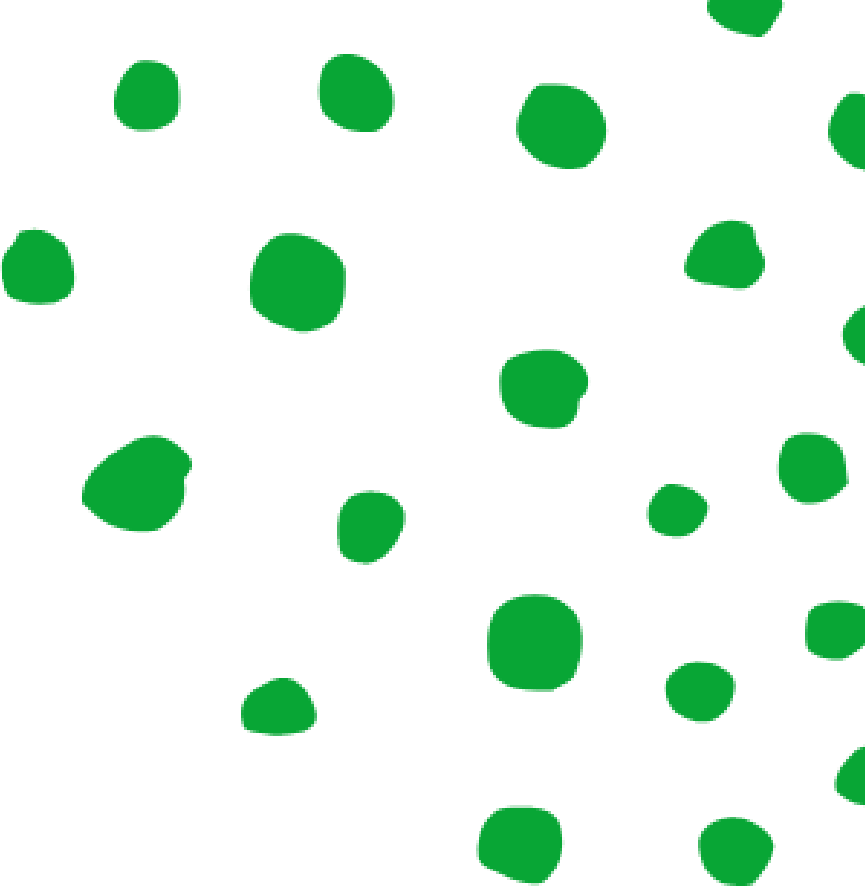


# Review of Marketing: 2019

Brand  
Consistency

Consolidation

Planning for  
Growth





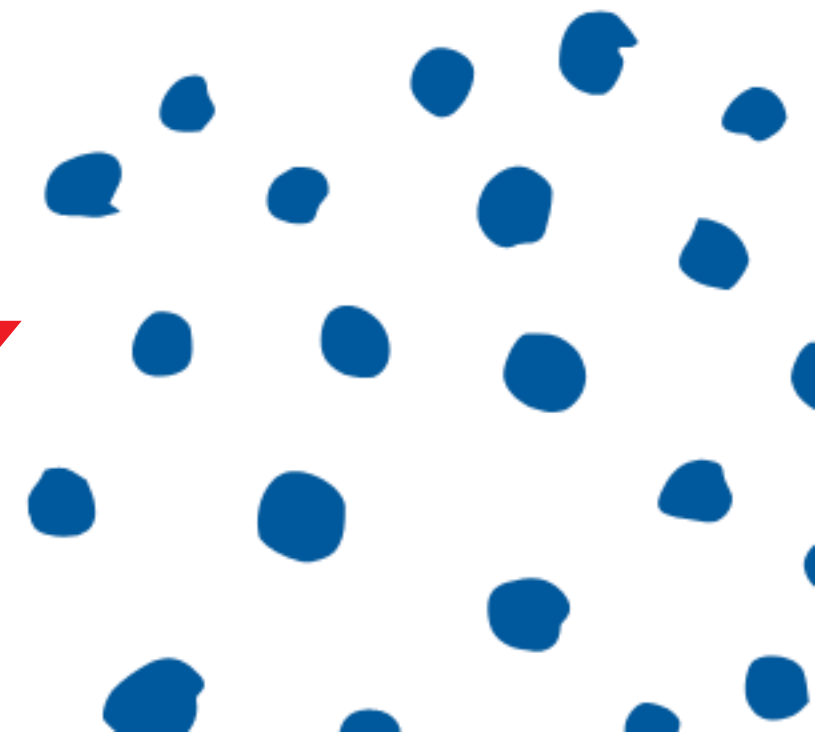
# How do you market?

Proactive

Social Media  
Calendar  
Planned Events  
Scheduled Posts  
Developed  
Partnerships  
Forecast Sales

Post Only Discounts  
Last Minute  
No Plan  
Only Post When  
Sales are Down

Reactive



# How Do You Market?



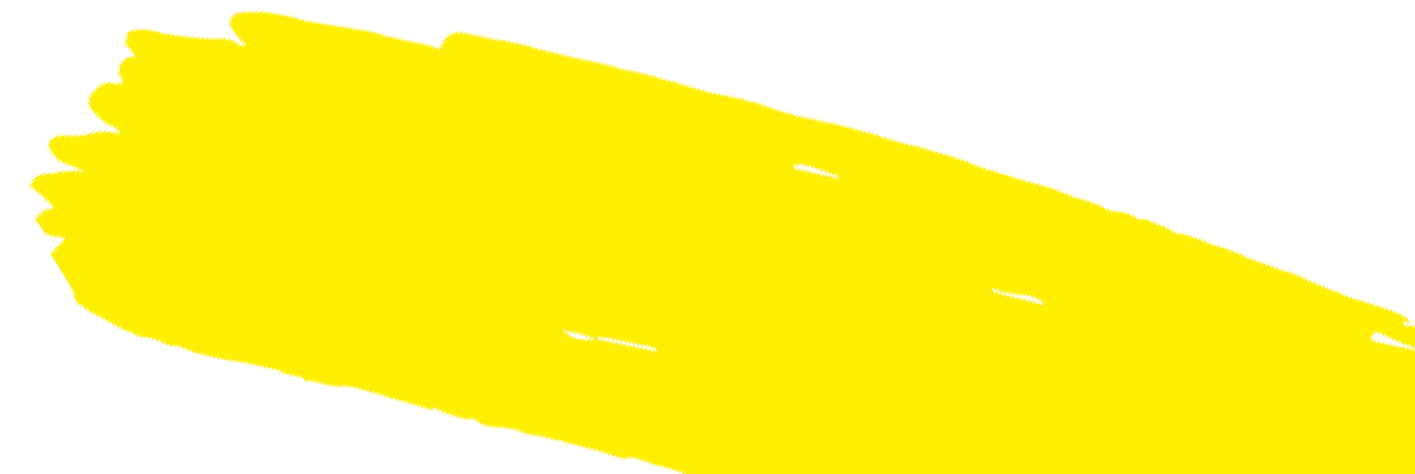
**A PICTURE IS WORTH  
A 1,000 WORDS.**

**LESS  
IS  
MORE!**



# Developing Programs & Partnerships

- Youth Groups
  - Daycares
  - Preschools
  - Elementary Schools
  - Sports Teams
  - City Recreation
  - Boys & Girls Club
  - Big Brother Big Sisters
  - Girl Scouts
  - Boy Scouts
  - Home School organization
  - City Children Services
- Doctors
- Dentists
- Libraries
- Character Companies



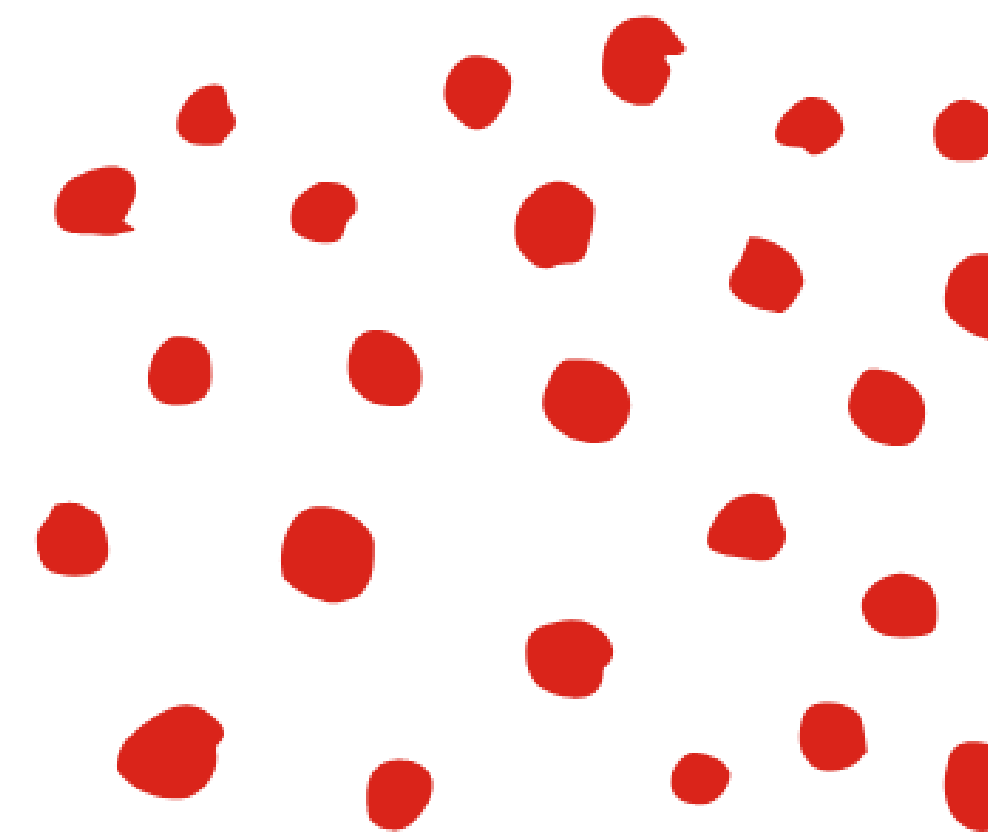


# 2020 & Beyond

DISCOUNT/PROMOTION	CONTEST/GIVEAWAY
ASK A QUESTION?	BEHIND THE SCENES PHOTO
INSPIRATIONAL QUOTE	SHARE AN INTERESTING STATISTIC
SHARE A TIP	HOLIDAY POST
A DAY IN THE LIFE OF	INDUSTRY ARTICLE
TESTIMONIAL QUOTE	THANK YOU
HIGHLIGHT NEW PRODUCT OR SERVICE	EYE CATCHING PHOTO
SHARE A STORY	TEAM HIGHLIGHT
FUN FACT	SHARE A FAN PHOTO
ANSWER A GUEST QUESTION	COMIC OR MEME



## BUILD A CONTENT CALENDAR







# Luv 2 Party

LACEY MEADOWS



# Online Booking

Birthday Parties

Special Events

Memberships

Gift Cards

**Approximately  
90% of Online  
Purchases are  
Parties!!**

**Birthday Parties  
are primarily  
booked ONLINE!**



# Aluvii: Online Booking

- Set up an “Assignment”
- Create Packages based off those assignments.
- The Assignment would be something like:
  1. Party Room 1 – Weekday
  2. Party Room 2 – Weekday
  3. Party Room 1 – Weekend
  4. Party Room 2 – Weekend
  5. Double Room Weekday
  6. Double Room Weekend

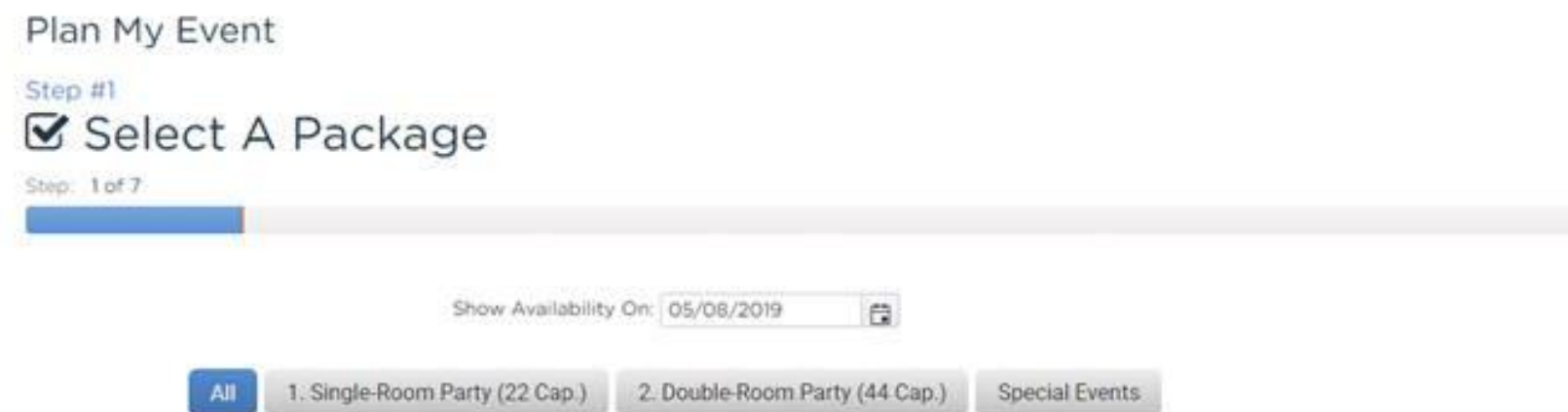
# Aluvii: Online Booking

- Packages would be created based off the above assignments. For example: Classic Package Weekday would be assigned to Party Room 1 Weekday and Party Room 2 Weekday.
- Once the assignments & packages have been created, create price rules & schedules for each assignment & package.
- Aluvii has a few ways to set up the online party booking event management, to meet your needs.
- Marketing will create a button on your Websites to bring guests to Aluvii Online Booking Website.

# Aluvii: Online Booking Website

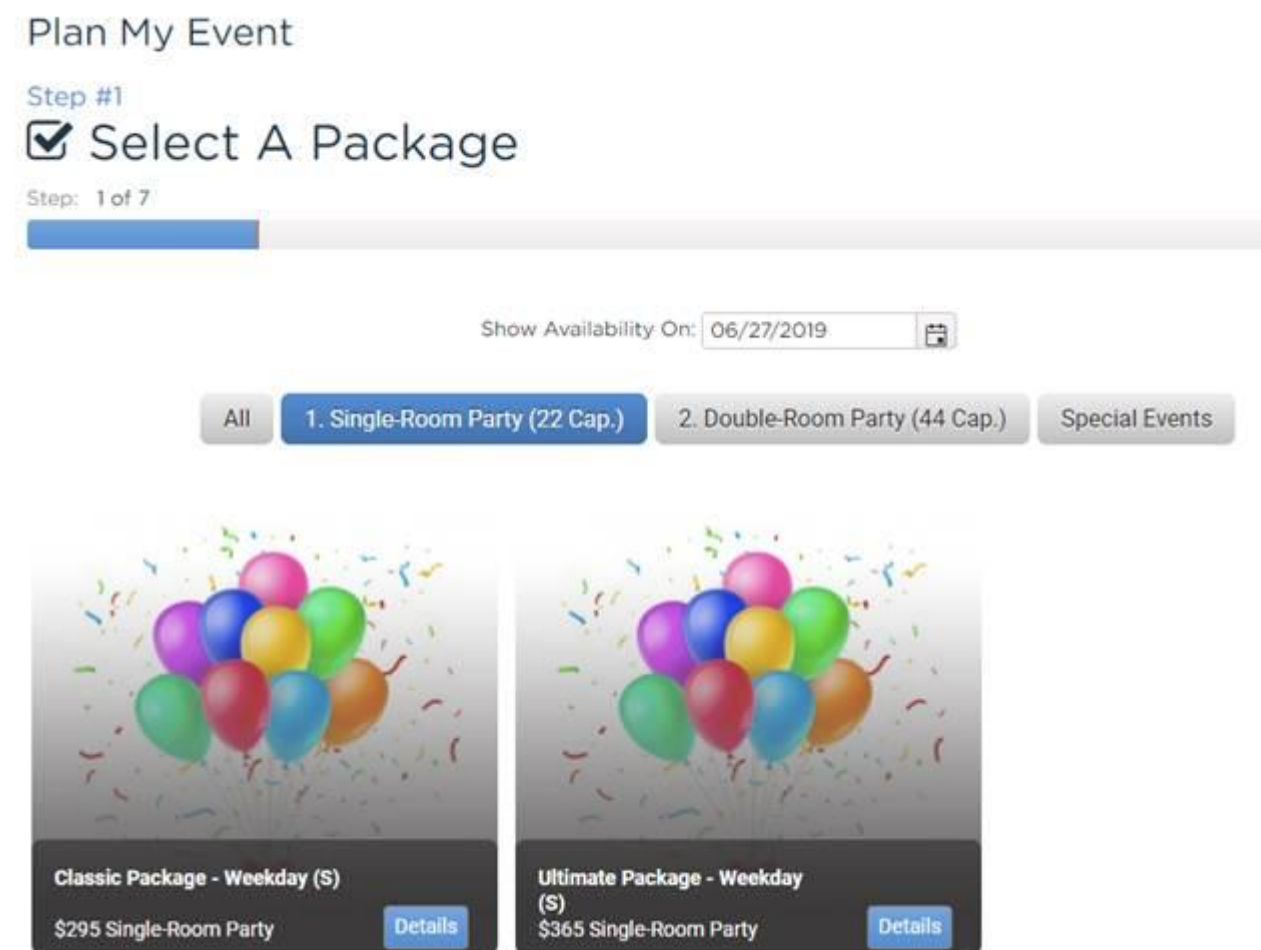
- HOW TO BOOK A PARTY:

1. Select a date & category the Guest is looking for.



2. Select a Package

Click, “Details”





# Aluvii: Online Booking Website

3. Read available times to the Guest. Explain that the booking time, is the Party Room time, and this is when Guests will receive meals/drinks. Always recommend that when sending out invites, to have their Guests come at least one hour early. This will allow the kiddos to sign waivers, check in, & get some play time in to work up an appetite.

Click “Select this Package”.

## Ultimate Package - Weekday (S)

\$365 Single-Room Party

**\$365.00**

Price: \$365.00 Package Includes:

- Up to 12 Kids, and 8 Adults.
- 1 Hour in the party room.
- ALL DAY PLAY Open to Close.
- Meal for each child.
- 2 Large Cheese Pizzas for Adults.
- Drink for children while in party room.
- Free 1 Month Membership for Guest of Honor.
- 5.00 Game Cards for each child.
- 24 Themed Cupcakes.
- Themed Plates, Napkins, and Centerpiece.
- Luv 2 Play Happy Birthday Banner.
- Birthday Gift (\$19.95 Value) for Guest of Honor.
- \$2.00 Off Entry Cards for each guest child.

The time you are booking, is your party room time.

### Select Location

Pick an available time that you want to reserve next to the desired location, then click Next Step.

#### Party Room 1 - Weekday



Location:  
Luv 2 Play Surprise, AZ  
15495 W Bell Rd, Surprise, 85378  
Total Capacity: 22  
Show Description (#)

Timezone: MST

09:30am 11:00am 12:30pm 02:00pm 03:30pm 05:00pm

#### Party Room 2 - Weekday



Location:  
Luv 2 Play Surprise, AZ  
15495 W Bell Rd, Surprise, 85378  
Total Capacity: 22  
Show Description (#)

Timezone: MST

09:30am 11:00am 12:30pm 02:00pm 03:30pm 05:00pm

06:30pm

Close



# Aluvii: Online Booking Website

4. Ask the Guest: How many children they are anticipating? If they are unsure, explain you will just add in the allotted number of children for their package, and if anything changes, we can add children on for \$20.00 additionally for each extra kid.


Select “Next Step”

Plan My Event

Step #3

Event Details

Step: 3 of 7

 Party Room 1 - Weekday

Location:  
Luv 2 Play Surprise, AZ  
15495 W Bell Rd, Surprise, 85378

Total Capacity: 22  
[Show Description \(+\)](#)

Select Tickets:

How Many Kids Attending? (Max 12) ⓘ

12

How Many Adults Attending? (Max 10) ⓘ

10

Total Price  
365.00

Spots Left  
0

[← PREVIOUS STEP](#) [NEXT STEP →](#)



# Aluvii: Online Booking Website

- Step 5: Guests can add additional food to their booking. This is also where they need to sign a waiver. If they haven't filled a form out, have them go fill one out. There is also a check box for Terms and Conditions. If the Guest would like to read through these, (ALWAYS OFFER) a printed copy should be laminated and available for the Guest to look over. They will need your approval to check the box. If they don't agree to the Terms and Conditions, then we can not move forward with their booking. I have attached the full terms and conditions to this email.

# Aluvii: Online Booking Website

- Once the signature has been accepted, and the terms and conditions has been approved, you can move onto the next step.

## Plan My Event





Step #4

Customize Event

Step: 4 of 7

Customize your event using the sections below. If there is anything you still need that you don't see here, tell us in the notes section on the next step.

### Add Products

 14 Cheese Pizza \$11.99 <input type="button" value="+ ADD"/>	 14 Pepperoni Pizza \$12.99 <input type="button" value="+ ADD"/>	 14 Sausage Pizza \$12.99 <input type="button" value="+ ADD"/>	 14 Hawaiian Pizza \$13.99 <input type="button" value="+ ADD"/>
--	---	---	--

### Summary

Time Left to Complete:  
**09:52** [More Time?](#)

Event:  
**Party Room 1 - Weekday**  
Package : **Ultimate Package - Weekday (5)**  
Location : **Luv 2 Play Surprise, AZ**  
Thu Jun 27, 2019  
12:30pm - 1:30pm (MST)  
12 - How Many Kids Attending? (Max 12)  
10 - How Many Adults Attending? (Max 10)  
Grand Total:  
**365.00**

Sign Waiver: *Surprise Waiver 3*

Luv 2 Play - Surprise, AZ

Indoor Playground Waiver of Liability / Assumption of Risk

Please read this entire waiver carefully, and check each box as you read and agree to each section of this agreement, as this is a legal binding document.

By signing this waiver, I am giving up my rights and the rights of my spouse and children and wards to sue Luv 2 Play - Surprise, AZ for any injury, including paralysis or death, caused in whole or in part by the negligence or fault of Luv 2 Play - Surprise, AZ .

I further grant Luv 2 Play - Surprise, AZ the right, without reservation or limitation, to videotape, and or record me and/or my child(ren) and/or my wards on closed circuit television without compensation to me or my child(ren).

As consideration for being allowed to enter the indoor play area and/or Participate in any party, activity and/or program at Luv 2 Play - Surprise, AZ , the undersigned, on his or her behalf, and on the behalf of the Participant(s) identified below, acknowledges, appreciates, understands, and agrees to the following:

Signature\*

### Frequently Asked Questions (FAQs)

- ▶ Can I bring in my own food?
- ▶ How early can we come in?
- ▶ Can I bring my own decorations?
- ▶ What if my child, or a child attending the party, has a food allergies and we want to bring in our own food?
- ▶ Can I bring Balloons?
- ▶ How much does a party package cost?
- ▶ How much for additional kids?
- ▶ What about food for the adults?
- ▶ Can we stay in the room longer than 60 minutes?
- ▶ Can I rent out the facility?

### Terms and Conditions\*

- Agree to our [Terms and Conditions?](#)



# Aluvii: Online Booking Website

6. The next step is creating an account for the Guest.
7. Then you will continue to fill out all of the needed information.

Step #5  
Finalize Event  
Step: 5 of 7

Provide us with some additional details to finalize your event. If you haven't already logged in, create a new account by entering a password below. Then click Next Step to review the cart.

\* Indicates a required field

Email Address\*

First Name\*

Drink Choices - Juice box or Unlimited Soft Drinks

Pizza Choice for Adults - ULTIMATE ONLY

Childs Name

What is your Theme - ULTIMATE ONLY\*

Notes

Account Preferences:

Have an account? LOGIN

Create New Account CREATE ACCOUNT

Summary

Time Left to Complete: 07:54

Event: Party Room 1 - Weekday Package : Ultimate Package - Weekday (S)

Location : Luv 2 Play Surprise, AZ

Thu Jun 27, 2019

12:30pm - 1:30pm (MST)

10 - How Many Kids Attending? (Max 12)

10 - How Many Adults Attending? (Max 10)

Grand Total: 365.00

Step #5  
Finalize Event  
Step: 5 of 7

Provide us with some additional details to finalize your event. If you haven't already logged in, create a new account by entering a password below. Then click Next Step to review the cart.

\* Indicates a required field

Email Address\* lacey@luv2play.com

Phone\* 480-318-2356

First Name\* Lacey

Last Name\* Meadows

Drink Choices - Juice box or Unlimited Soft Drinks

Pizza Choice for Adults - ULTIMATE ONLY

Childs Name

What is your Theme - ULTIMATE ONLY\*

Notes

Phone\* 480-318-2356

Last Name\* Meadows

What Cupcake Flavor and Icing - ULTIMATE ONLY

Drink Choice 2 - Juice box or Unlimited Soft Drinks

Child Age\*

Meal for the children\*

Summary

Time Left to Complete: 04:44

Event: Party Room 1 - Weekday Package : Ultimate Package - Weekday (S)

Location : Luv 2 Play Surprise, AZ

Thu Jun 27, 2019

12:30pm - 1:30pm (MST)

10 - How Many Kids Attending? (Max 12)

10 - How Many Adults Attending? (Max 10)

Grand Total: 365.00

SAVE DATA

# Aluvii: Online Booking Website

- Add any needed notes. Then select “Save Data”. This will then allow you to move onto the next step:

## 7. FINAL STEP: Collect Payment

DOUBLE ROOM/ADDITIONAL ROOM: Each Party Package has the capability of adding an additional room onto their booking. The cost of this is \$100.00 per hour or per room.

The screenshot shows the 'Plan My Event' checkout page, Step #6 of 7. The page is titled 'Plan My Event' and 'Step #6 Checkout'. A progress bar indicates 'Step: 6 of 7'. Below the progress bar is a 'Discount Code' section with an input field for 'Enter Discount Code' and an 'APPLY' button. The main content is a table with columns 'Item', 'Quantity', and 'Price'. The table lists one item: 'Party Room 1 - Weekday' with a quantity of 1 and a price of 365.00. The item details include 'Package : Ultimate Package - Weekday (5)', 'Location : Luv 2 Play Surprise, AZ', 'Thu Jun 27, 2019', '12:30pm - 1:30pm (MST)', and '10 - How Many Kids Attending? (Max 12)'. Below the table, there are summary sections for 'Subtotal: 365.00', 'Total Discount: 0.00', 'Tax: 0.00', and 'Required Deposit: [182.50]'. A 'PAY DEPOSIT ONLY' button is visible. At the bottom, there are buttons for 'PREVIOUS STEP' and 'PAY FULL AMOUNT'. On the right side, there is a 'Summary' box showing 'Time Left to Complete: 03:40' and 'Grand Total: 365.00'.

Item	Quantity	Price
Party Room 1 - Weekday Package : Ultimate Package - Weekday (5) Location : Luv 2 Play Surprise, AZ Thu Jun 27, 2019 12:30pm - 1:30pm (MST) 10 - How Many Kids Attending? (Max 12) 10 - How Many Adults Attending? (Max 10)	1	365.00

Subtotal: 365.00  
Total Discount: 0.00  
Tax: 0.00  
Required Deposit: [182.50]  
PAY DEPOSIT ONLY  
Grand Total: 365.00

← PREVIOUS STEP   PAY FULL AMOUNT

**Summary**  
Time Left to Complete: 03:40  
Event: Party Room 1 - Weekday  
Package : Ultimate Package - Weekday (5)  
Location : Luv 2 Play Surprise, AZ  
Thu Jun 27, 2019  
12:30pm - 1:30pm (MST)  
10 - How Many Kids Attending? (Max 12)  
10 - How Many Adults Attending? (Max 10)  
Grand Total: 365.00

**Questions?  
Concerns?**





# Luv 2 Eat & More

PAUL GOLDSTINE



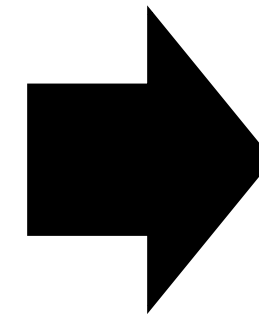
# Café Management & Staffing



Management  
Foundation

+

Great  
Staff



Great  
Guest  
Experience

# Café Management & Staffing

## Management Foundation

- Brand Alignment
- Behavioral Maturity
- Personal Accountability
- Operating Philosophy



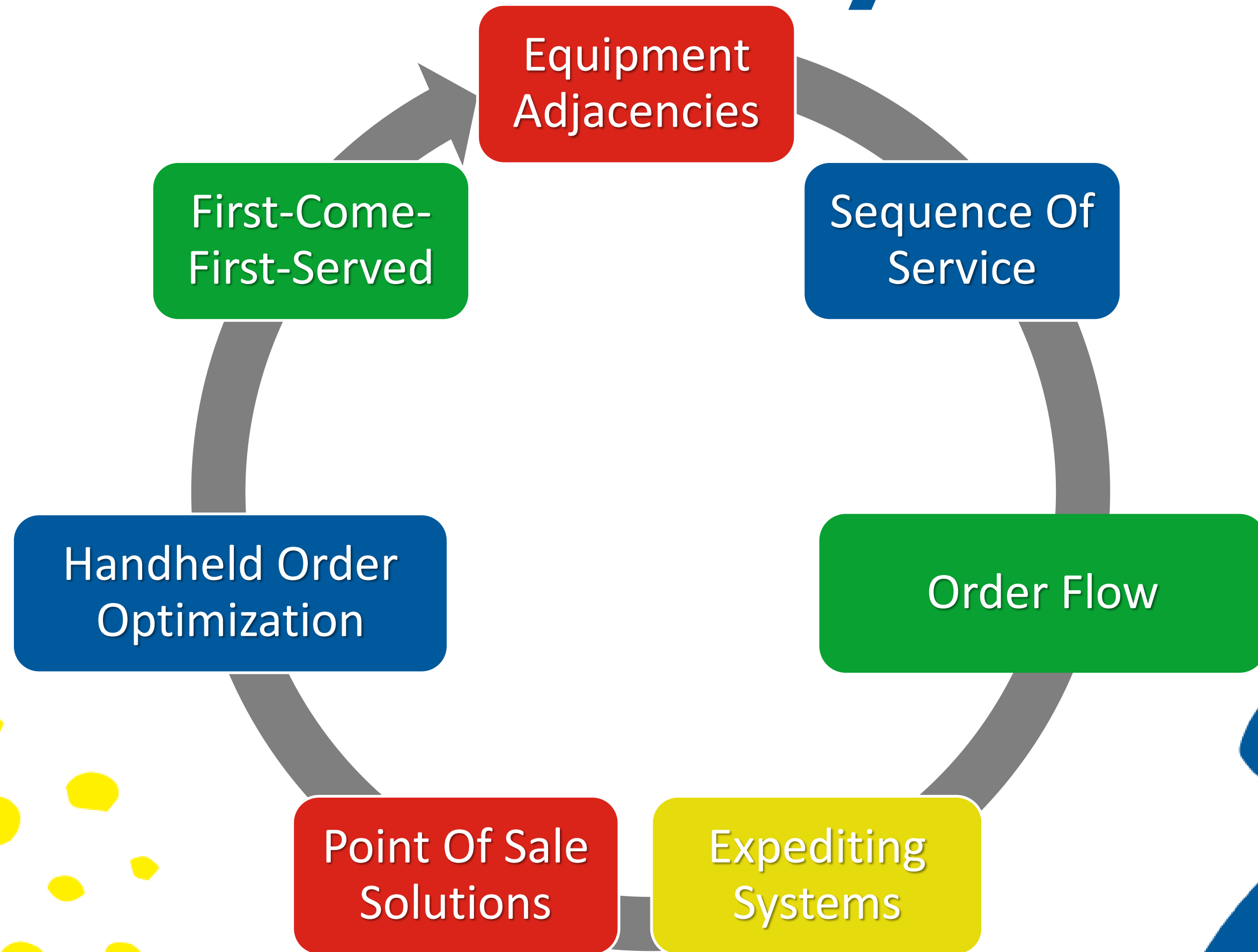
# Operations Assessments

- Books
- Refrigerators
- Operating Systems
- Storage
- Cooking Skills
- Recipes
- Vendor Relationships
- Management
- Equipment Adjacencies
- Staff
- Food Safety
- Menu Variety
- Market Demand/Impressions
- Service
- Culture
- Brand Promise/Delivery

and much more!!



# Café Efficiency



# Training

Comprehensive Training

Low-  
Turnover

Higher  
Customer  
Satisfaction

Higher  
Profits





# Manuals & Handbooks (Minimum Suggested)

- CLEANING & SANITATION
- CROSS CONTAMINATION
- HANDWASHING & INFECTION CONTROL
- KITCHEN SAFETY
- PORTION CONTROL
- TEMPERATURE CONTROL
- PROPER FOOD STORAGE
- KNIFE SAFETY
- BACK SAFETY
- FOOD SAFETY
- RECEIVING PRODUCTS
- FIRE PREVENTION

# Guest Services

- Culture
- Training
- Safe Environment
- Flexibility and Consistency



Great service doesn't happen by accident, nor is it dependent on the people you hire. It's what you build it to be.



# Retail

REISE & IRYS  
FRO-YO

NACHO  
DISPENSERS/  
WITH CHILI

FOOD  
DISPLAYS-  
VENDOR  
PARTNERSHIPS

ICEE

FARMERS  
& BROTHERS  
COFFEES  
(EQUIPMENT)





# Labor Control

- Labor is tied with Cost of Goods as the most expensive category to be managed.
- Forecasting & Labor Planning
- Protocols for Cutting Labor



# Back Office

- Reconciling
- Profit & Loss Statements
- Petty Cash
- Labor Discipline
- Vacation Policy
- Employee Handbooks
- Inventory
- Purchasing
- Employee Change Forms
- Deposits
- Paid Outs





# Labor Costs

PAUL GOLDSTINE





# What is Labor Cost?



## Labor Cost

- Employee Wages /Salaries
- Bonuses
- Payroll Taxes
- Health Care
- Vacation
- Sick Days
- Overtime

# Calculating Labor Cost Percentage

## Labor Cost



### Labor as % of Sales

$$\frac{\text{Total Labor Cost}}{\text{Total Sales}}$$

### Labor as % of Operating Costs

$$\frac{\text{Total Labor Cost}}{\text{Operating Costs}}$$

Operating Costs: all monthly running costs like utilities, rent, & food

\*When making these calculations, ensure you use sales and cost data for the same period.

# Calculating Labor Cost Percentage

## STEP 1: COLLECT YOUR TOTAL REVENUE DATA

- Collect your total revenue data from income statements or POS sales reports.
- For this example, let's assume your sales were \$800,000 for the year.

## STEP 2: CALCULATE YOUR TOTAL LABOR COSTS:

- Calculate your total labor costs
  - wages, salaries, bonuses, and overtime.
- For this example, we'll assume your total labor costs for the year were \$240,000.

## STEP 3: DIVIDE LABOR COST BY REVENUE:

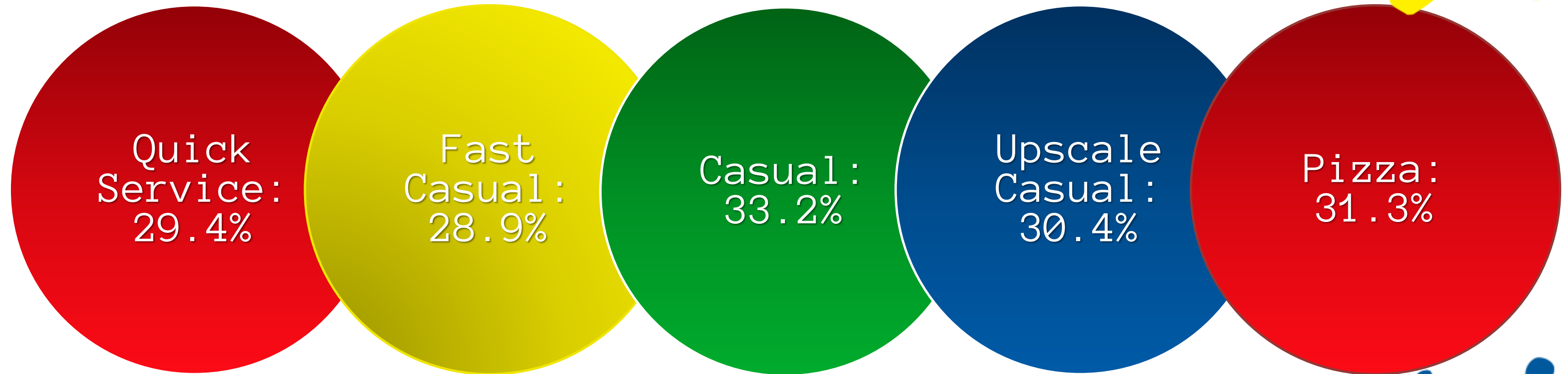
- In our example, this gives us 0.3 ( $\$240,000 \div \$800,000$ ).

## STEP 4: MULTIPLY THE NUMBER YOU GET BY 100:

- Finally, multiply the number in Step 3 by 100 to get your percentage. In our example, that works out to 30%



# What Percentage Should Labor Cost Be?



The above statistics are average restaurant labor cost percentages for Q4 of 2017.

# Ways to Control Cost Using Effective Labor Allocation



1. Use The Right POS System

2. Analyze Your Labor Reports

3. Invest In The Right Employee Scheduling Tool

4. Stagger Operational Times Of Employees In Schedule

5. Review Your Seasonal Hiring Policy

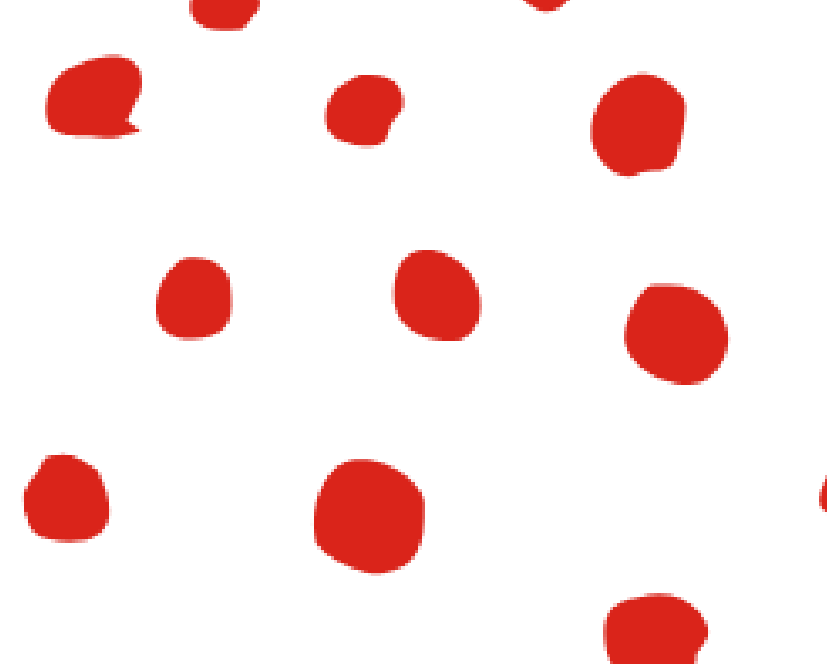
6. Properly Train Staff

7. Boost Staff Retention

8. Analyze And Improve Processes



# Employee Retention



**Rewards:** Provide monthly rewards like “employee of the month” or daily rewards for those who make the most sales.

**Recognition:** It’s not always about a financial reward. Sometimes employees just want to feel valued. A simple “thank you,” and even public recognition can boost their confidence and morale.

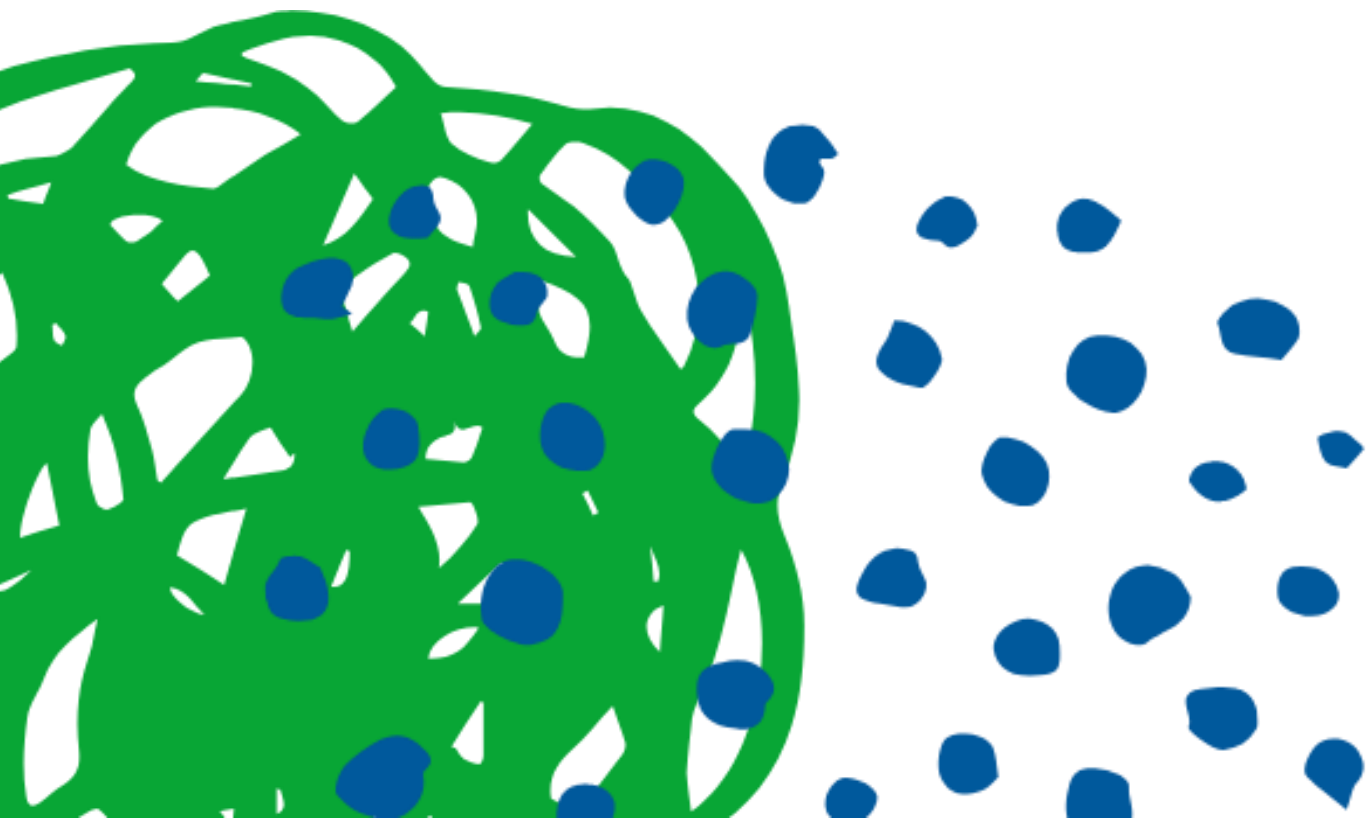
**Promotion Opportunities:** Reward top-performing employees with a promotion to create a culture of growth that encourages other employees to work harder because





# The Bottom Line

Contend with minimum wage increases by understanding your labor costs, knowing how to calculate them, tracking your labor cost percentage and, most importantly, implementing the correct strategies such as investing in the right employee scheduling tool.



Luv 2 Game

# All Things Gaming

JODI TARZWELL



# Luv 2 Game Vendors

**HIGH SCORE**  
AMUSEMENTS

**EMBED**

**BMIT**  
MERCHANDISE

Bonita Marie International, Inc.

*Fun Is The Ultimate Prize!*



# Game Selection

## Consistency

- All locations have the same game selection.

Determined based on facility area.

Appeals to multiple ages.

Popular and revenue producing.



# Designing Your Arcade

## SAMPLE LAYOUT

ANGEL  
CAROUSEL

KIOSK

PAW PATROL

WHACK EM  
GATORS

SPONGE  
BOB ORDER  
UP

PIANO  
KEYS

BIG  
BASS  
WHEEL  
PRO

KC COBRAS

TROLLS

BABY AIR

ZOO  
CATCH

TOY  
SOLDIER

SWEET  
CRANE

JURRASSIC  
PARK

WILD LIFE PICS

HOT RACERS

## LEGEND





# Start-Up Costs & Revenue Division

## Oh my!

### Start Up Costs

- No out of Pocket Purchase of Games
- Costs:
  - Slat Wall typically 10X10
  - Glass Cabinets
  - Installation of Cabinets
  - First Redemption Order \$2K-3K\*

### Revenue Division

- 50/50 Split of Revenue
- 50/50 Split Operation Costs/Repairs





# Invoicing & Payments

High Score is a direct pay platform through direct debit.

Sample invoice provided in handout.




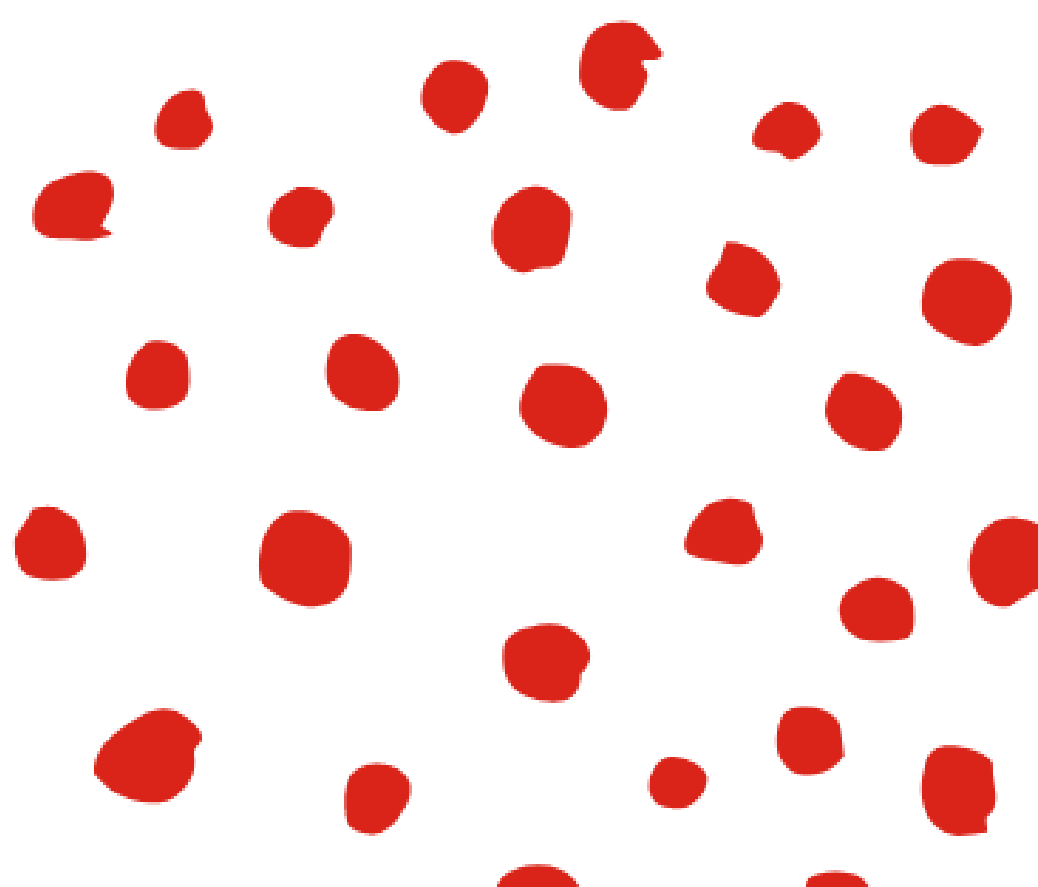
# Support Network & Training



## Support Network

- Vendors offer technical support, but when in doubt reach out to your Director of Gaming!

## Training

- Series of training models & phone calls prior to opening.
  - It is vital that training is complete with vendors.
- 
- 





Join us for Food & Fun

# LUV 2 MINGLE DINNER



**Monday, October 14 6:30PM**

Grab a drink, play a game of corn hole,  
& get to know the Luv 2 Play family!