centeredge®
SOFTWARE

Growth and Innovation at California Adventure Park

How one 230-acre adventure park and event venue grew from the ashes (literally).

After a nearly 20-year hiatus sparked by one of California's worst forest fires in history, a historical park was redesigned and restored into a 230-acre adventure park and event venue. The vision was one of aggressive but sustainable growth, built on a foundation of innovation and imagination.

They were looking for a software partner and system that could accommodate their complex offerings and grow with them as they evolved. And they wanted something that was easy to train and could deliver the right integrations. That's when they discovered CenterEdge.

▸ A Whole-Park Platform

Seamless Webstore Integration

The park already had a webstore in place when CenterEdge came on board — and it was extensive. Rather than rebuild the frontend entirely, the team at CenterEdge worked with their IT department to create a seamless integration that would allow the park to access real-time inventory management features of CenterEdge, while keeping their existing webstore intact.

The park eventually transitioned their webstore to CenterEdge and now sells everything from tickets, annual passes and gift cards to gift shop items and monthly-installment memberships — all of which is reflected automatically in their inventory, guest services and revenue reports.

6 Restaurants, 1 System

There are six different options for dining at the park, but with CenterEdge, they are able to handle it all without needing a separate restaurant point of sale system. Members with RFID-enabled wristbands experience cashless dining, and everyone gets fast and efficient service due in large part to the intuitive displays, prompts and graphical elements designed to make everything easier on staff.

Centralized, recipe-driven inventory control means the park is able to monitor and implement automatic, efficient ordering. Inventory intake is also streamlined, associating shipments to individual stockrooms no matter where they're located.

A Better Plan for Parking

Parking is one of the biggest "invisible" challenges parks face. It's the first thing guests experience and often the last thing most owner/operators think about. A bad parking lot experience starts the entire visit off on the wrong foot and makes delighting guests that much harder.

This adventure park needed to not only accommodate park visitors but also orchestrate special event parking and create a flawless experience for wedding guests from the moment they drove on-site. CenterEdge's capacity management capabilities were the answer. Using the theater module as a jumping off point, CenterEdge worked with the park to configure the perfect parking management solution is able to meet all their needs.

Liability Waivers for Extreme Attractions

At the heart of the adventure park's return was a dedication to clean living, conservation and an active lifestyle. Their property includes everything from beginner mountain biking trails and ziplines to climbing towers, archery ranges, bungy jumping and double black diamond extreme challenge bike courses — and they all require a meticulous liability waiver process.

With CenterEdge's enterprise waiver management, the park is able to offer a quick and easy process. Guests can complete waivers online 24/7 and receive a barcoded email receipt that can be quickly scanned at the entrance.

The experience is just as streamlined at the door. Since the waiver and POS system are one-in-the same, the park's frontline ticketing team are well-armed to deliver an exceptional guest experience. If a rider has already completed a digital waiver, it takes seconds for the park's team to confirm it. If not, it's also quick and efficient for guests to complete any documentation when they arrive. No paper, fewer lines, much less waiting. CenterEdge even "links" family members' waivers so when one member checks in, the frontline team can quickly check in anyone else associated with that individual.

All digital waivers are securely stored in the CenterEdge database and available instantly to speed throughput, meet regulations, or inform marketing efforts.

Concerts, Special Events & Weddings

Big venues offer big events and this park is no different. With CenterEdge, there was no need for a completely separate events management platform. The park can sell tickets online and on-site based on both strict and broad capacity limits, manage parking, offer complicated VIP packages with RFID wristbands, plan inventory based on the events calendar and more. And CenterEdge's robust reporting and analytics tracks everything so the park's management team can assess what is profitable and what isn't.

A Massive Amount of Rentals

From helmets and elbow pads to figure skates and fishing poles, the park needed a system that could help them manage their massive amount of rental items in any number of locations throughout the property. CenterEdge's rentals module allows them to set unique rules for each individual item including quantity limits, price point, time duration, deposit requirements and late fees.

▸ Software That Supports a Growth Mindset with Real Data

Today, the adventure park relies on CenterEdge to not only support their operational excellence but also their forecasting and growth efforts. CenterEdge collects, captures and reports on every aspect of the facility so their marketing and management teams can make more informed, data-driven business decisions.

With CenterEdge, the park's management team:

- makes sales projections to identify daily labor needs,
- measures the effectiveness of ad campaigns,
- establishes marketing budgets based on real data,
- measures and creates new promotions,
- connects with past customers to drive repeat business,
- makes event marketing decisions based on past performance,
- can more effectively identify and reach the target market,
- and much much more.

It is undeniable that this adventure park is working with a growth mindset, and CenterEdge's flexible, capable, reliable and comprehensive solution plays a critical role in their continued success.

▸ About CenterEdge Software

CenterEdge is serious software for a fun business, offering the same kinds of features demanded by large-scale entertainment destinations in a package that is affordable and user-friendly enough for entertainment, amusement and adventure businesses of just about any size. CenterEdge Software has been enabling the easier and more effective operation of nationwide family entertainment centers, trampoline parks, water parks, museums, large-scale amusement parks and more since 2004. For more information, visit the company at centeredgesoftware.com or follow CenterEdge on LinkedIn, Twitter or Facebook.

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