

All Aboard to the Fun Station

How Edwards Entertainment Company Modernizes a Beloved Local FEC, Keeping the Legacy On Track as it Powers Towards Growth at Full Steam

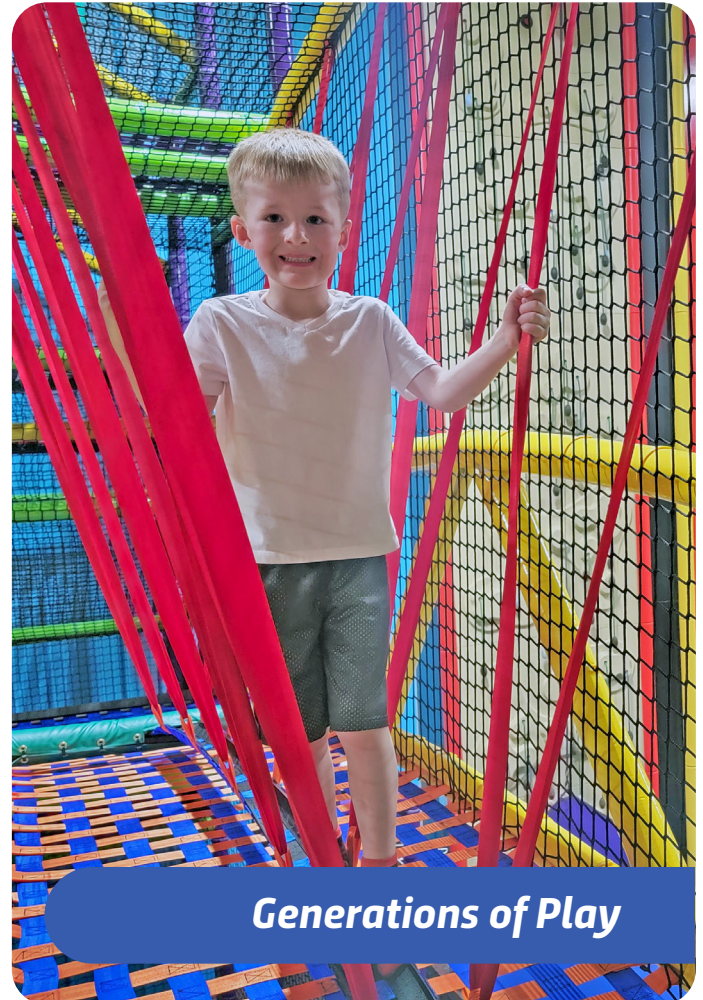


Back to Their Roots

It all started nearly three decades ago. Originally from the Cedar Rapids area, Nick Edwards and his future wife, Brittney, grew up going to a small indoor FEC, then called the Play Station. Eventually, they grew up and moved away, and Nick began running water parks and resorts. While hosting their young son's birthday party back in their hometown, a unique turn of events found them returning to their childhood roots on the facility's last day of operation.

Quick About

- **Number of locations with CenterEdge:**
3 Locations
- **Number of years with CenterEdge:**
9 Years
- **CenterEdge solutions they use:**
The full suite plus digital signage, kitchen printers, self-service kiosks, CenterEdge Payments and Dual Pricing.
- **Favorite tools within CenterEdge:**
Everything we roll out, but especially Memberships, F&B, Reporting, and Dual Pricing.



An idea was born. Pack up the family. Move back home. Buy the Play Station and turn it into a leading three-location entertainment destination in Eastern Iowa? They did all that and more, modernizing a 20-year-old business and carefully crafting the Fun Station brand as it is today.

The Problem

Sure, a 20-year-old business has history, but what it doesn't have: the most up-to-date attractions, food and beverage offerings, or systems to manage it all. The team soon realized that to stay competitive and grow the business, they would have to modernize.

1

Outdated Processes

2

Lack of Data

3

High Updating Costs

In addition to upgrading the look and feel of the facility and replacing outdated cash registers to manage cash more effectively, the team knew they needed to put new processes in place for things like liability waivers, sales, eCommerce, and more. But perhaps the most crucial element missing was data. Without a facility management system, there was no way to leverage the power of 20 years of history: attraction popularity, demographics, visit frequency, per capita spending, and so on. Enter CenterEdge.

The Solution

After taking ownership of the Cedar Rapids location, they implemented the full CenterEdge Software suite for onsite and online transactions, waivers, food and beverage, inventory, and events. This change allowed the team to streamline and automate processes, save time at admissions and in the back office, and differentiate the business through new programs like tiered memberships and a reimagined sophisticated food and beverage offering. At the same time, they were working hard to upgrade the facility's attractions, offerings, and colors, which would eventually include a complete rebrand and name change to the Fun Station.

But most importantly, they now had the critical insights necessary to understand their guests better than ever.

As a self-proclaimed "data guy," Nick and the team began digging into the hundreds of standard and ad-hoc reports available in their CenterEdge system, customizing and saving favorites while gaining answers to their most burning questions about the health of the business. This smart move also gave them clues into what to offer their market, enabling these change-makers to continue growing and serving their local community.



Implement CenterEdge

Replaced cash registers and manual processes with a single solution for sales, waivers, F&B, and events



Leverage CenterEdge Reporting

Gained business insights necessary to streamline offerings and drive revenue

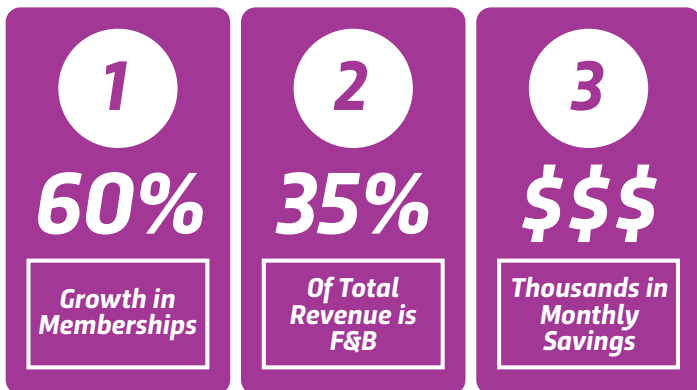


Adopt New Revenue Tools

Evolve offerings aided by Advantage Food and Beverage, Advantage Memberships, and more

Results

Over time, the Fun Station team continued to connect with their community by enhancing guest experiences delivered by many of the managers and staff who helped build the company's rich history from the start. Modernizing the systems and tools they used daily allowed them to maximize efficiencies for guests and team members.



It also provided the means for them to make data-driven decisions about new offerings and programs, such as adding a tiered membership program that has grown 60% in the last two years and overhauling their food and beverage program, which now represents over a third of their total revenue. It's decisions like these that make growth and expansion possible.

To say this team has been successful is an understatement. In just a few short years, they have acquired two additional locations in Eastern Iowa, scaling with purpose and providing a consistent guest experience across the entire brand.

In addition to the outstanding guest service they're known for, they leverage the power of CenterEdge to offer a streamlined approach to food and beverage, ticket sales, memberships, and payments (through CenterEdge Payments).

Expanding a family-owned and operated business into three locations is a tall order, though, and these savvy operators keep working to improve their operation while managing costs.

One of the most recent changes is in the implementation of Dual Pricing with CenterEdge Payments, which, according to Nick, has already saved thousands, with annual expected savings to reach \$125,000 across all facilities. Savings like these can make a real impact on the investments they're able to make in their team, their facilities, and their future growth.



Conclusion

In less than a decade, Nick and the team have not only kept a beloved community entertainment venue alive, but have also grown it into a powerful brand that serves the Eastern Iowa community every day. Their emphasis on evolving and expanding for their guests, with help from their adoption of all the new CenterEdge tools and programs available to them, enables them to stay “full-steam ahead” towards their undoubted success today and in the future.



About the Company

The Fun Station is Eastern Iowa's best place for indoor family fun, with three indoor family adventure parks in Cedar Rapids, Quad Cities, and Dubuque. Owned and operated by the Edwards Family, locations range from 12,000-50,000 square feet and feature multiple attractions for all ages, including trampolines, signature play mazes, ropes courses and ziplines, swings, games, Slick Slide, an elevated food and beverage offering, and so much more!

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CenterEdge is a fully configurable software solution that empowers the world's top FECs and startups to orchestrate successful, scalable operations.

Contact us today to see how we could help your facility.

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