

## Every Day's a Party for Jester FEC

How the Malibu Jack's Birthday Party Makeover Instead Revolutionized their Entire Operation



### Company Overview

Jester FEC is the building team comprised of the founders of Malibu Jack's Indoor Theme Parks. Established in 2013 in Lexington, Kentucky, the team has built six multi-attraction 100,000-square-foot indoor parks in Kentucky, Indiana, Illinois, and Iowa (coming soon!).

To enhance their first park's birthday party program, Corporate Controller, Noelia Deaton, attended the 2019 Birthday University in Raleigh. She walked away knowing it was time to revolutionize not just their events program, but their **entire operation**.

### The Problem

As the Malibu Jack's brand began to grow, the team faced inefficiencies that cost time and, ultimately, money. First, because they had an event booking system that was separate from their main facility management solution, the party booking process was highly fragmented, which led to miscommunication amongst team members, and, at times, resulted in double-booking.

1 **Fragmented Booking**

2 **Inadequate Security**

3 **Complex Accounting**

### Quick About

- **Number of locations with CenterEdge:**  
6 Locations
- **Number of years with CenterEdge:**  
5 Years
- **CenterEdge solutions they use:**  
The full Advantage Suite plus CenterEdge Payments
- **Favorite tool within CenterEdge:**  
Advantage Console, Advantage Events, CenterEdge Payments, CenterEdge Support Portal

In addition to event booking issues, moving to larger spaces with staffing needs of more than 120 team members caused them to worry about streamlining system access, security, and cash control.

And last, bigger facilities often mean more complex accounting needs. The team soon outgrew their current accounting systems and needed easy access to sales and inventory to maintain clarity and control over crucial financial data.

These interconnected issues underscored the pressing need for Malibu Jack's to make a change to ensure a smoother and more secure experience for both their team and guests.

**Enter CenterEdge.**

## The Solution

The team decided that the Advantage Suite of Software would help propel their next stage of growth. First, they deployed the Advantage Suite and gained access to Advantage Sales for online and onsite sales, Advantage Events, Inventory Management, and more. They also began to streamline their team's system access by divisions and departments, creating easy-to-use security rights groups to make team management and new center launch simpler. Further, they knew the power of data and fully embraced CenterEdge's Reporting and Analytics tools as well as the Quickbooks integration to simplify accounting processes and deliver valuable insights - a smart move when it's time to scale.



### Full Advantage Suite

Implemented full Advantage Suite for online and onsite sales.



### Advantage Events

Leveraged Advantage Events to eliminate double booking, missed deposits, and manual processes.



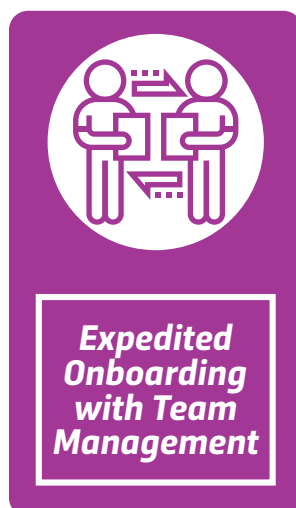
### CenterEdge Payments

Deployed Accounting Integration (Quickbooks) and CenterEdge Payments.

## Results

These smart entrepreneurs came to the table ready to take their business and brand to the next level. They dug into their new system by mapping out their business needs, taking advantage of CenterEdge trainers, knowledge-based articles, and other self-led training tools. This enabled them to have a firm handle on how to customize their facility management solution to fit their unique needs. As a result, they've saved countless hours in events management, allowing guests to book and add upsells online at their convenience, reserve rooms, attractions, and food, and make deposits that seamlessly apply to the booking without double entry. This approach frees them up to spend more time with large corporate events or in other sales conversations.

This streamlining is also evident in how they handle team member onboarding and new center launches. By establishing positions with predetermined security settings built in, they're able to manage hours, training, time, and cash more effectively.



These changes, along with their move to CenterEdge Payments, were instrumental in providing accurate data in regards to sales, labor, and profitability. Armed with these insights and their unfailing commitment to their communities, the team has been able to build a beloved and profitable brand, now spanning five locations, with one more currently under construction. The latest Jester FEC project, located in Springfield, IL, opened in November, 2023.



## Conclusion

With the success and sale of their early locations, Jester FEC has transitioned into building and opening multi-attraction entertainment venues that are successful from the start. But that doesn't mean they think they have everything figured out. Besides their current development projects, they also keep working to improve their brand, including deploying new feature sets like Click to Pay and expanding and elevating their food and beverage offerings. Like with every other project, they've thrown themselves into learning their system's recipe and inventory management so they can manage this new offering with the same care and precision. And if the past is any indication, we know they'll find just the right recipe for success.



**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 can help your facility.*



**336-598-5934**



**info@centeredgesoftware.com**



**CenterEdgeSoftware.com**