Kurt Mullins

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Bowling Alley/Bar and Grill

Part I

Our facility we are going to renovate on Tiffin campus is the newly acquired Pettibone building. We are going to add a 6 lane bowling alley and an on-campus bar and grill restaurant. We are going to implement these projects in two of the three warehouses in the Pettibone establishment. There will be many benefits that this could bring to the University. One of the benefits would be that it would be something to keep students on-campus. It would also open opportunities in creating a bowling team and intramurals that can be held exclusively on campus. The drive for students to Heritage Lanes could be completely eliminated. An addition of a bar and grill restaurant would give students an additional option to eat at on campus, opposed to eating every meal in the café. However, with all the positive impacts this facility would have, it is not a need for campus. In the future, Tiffin University might want to consider building one if they plan on having an athletic bowling team and hosting events. Hosting the bowling events would be a positive by bringing in revenue for the University. The facility will be planned for maximum usage. It can be used for intramurals, campus activities, and athletic tournaments. The facility, as mentioned above, is conveniently located on campus. Our facility is located right in the center of campus for easy access by all students. Our facility’s timeline will be within two years of whenever we receive the funding to start working on the facility. Our goal is to make this bowling alley appeal well to the college student’s eye. To do this, our perks include the bar and grill attached, 16 Vizio T.V.’s, IPAD jukebox, 2 HD projectors, and lounge seating. The facility would not help nor hurt the environment because the facility is already built. We are just adding to the preexisting building.

Part II

The estimated expenses/labor/materials costs for the 6-lane bowling alley is around $400,000 (Fusion Bowling) not including the extra perks. This price includes pinsetters, construction, scoring, shoes, under the lane ball return system, and bowling balls. This final expenses include the labor to build it and most of the materials. We are going to spend $4,000 each on two Panasonic projectors that will project live cable sports games. We will spend another $1,300 dollars on an iPad jukebox. The total cost of all T.V.’s in the alley and the restaurant will be $6,215 (15 42 inch T.V’s and one 55 inch T.V.). We will also buy some rollaway bleachers for bowling athletic events held on-campus. The cost for the rollaway bleachers are $690(Epic Sports). Five lounge seats with pull-out laptop desk will cost us $1,500. The other five lounge sofas will cost $4,600. The total estimated cost of the bowling alley will be $422,305. The total estimated expenses/labor/materials for the sports bar would be around $142,000 according to an average cost for each category. It takes about six months to get a liquor license. The cost to rent a place for that amount of time assuming that it costs $8,300 a month for rent. An actual liquor license and the fees attached to it cost close to $9,000. Equipment and any construction can add up to $60,000. Signage up to $1,000 and décor and glassware up to $21,000. To train six employees it will cost you $858. To order liquor and food it would cost around $6,000. A sound system is about $1,000 since most bars play music at night and some during the day. You need to have close to $50,000 in case of any emergencies during the start up. And we also calculated another $2,000 for miscellaneous expenses. This would be a total of $342,658. With these two prices combined for the restaurant and the bowling alley, our total budget would be right around $765,000. Since this facility is not a necessity on campus, we don’t want to have to raise tuition to fund for this project. The way we plan to fund this project is strictly through donations from the community. We are also planning on doing a small fundraiser that includes the naming of the bowling alley and the bar and grill. People would pay $2-5 an entry over a 1-2 year span to express their opinion on what the facilities should be called. There would be no limit on how many entries you could have. Then, a “naming committee” would have a vote on which one they though was the best and select that entry for the names of our facility. The planning we would need to utilize is on how to schedule events and to get people excited about the facility. We will also have to plan for financial burdens, community being opposed to alcohol being served on campus, and training of employees.

Part III

We will have some media accommodations. The most important is that we plan to install a Wi-Fi in both facilities so students can bring their laptops and do their school work while lounging in our comfortable seats, bowling, or watching a sports contest. The technology used in the facility was stated above. We will have multiple T.V.’s, an IPAD jukebox, 2 projector screens, and automatic scoring from fusion bowling. Our parking will be in all surrounding on-campus parking lots, since it is so close to the center of campus. We will have one restroom in the bowling alley and one in the bowling alley. We will have carpet flooring in the lounge area of the bowling alley and hardwood floor throughout the rest of the facility. Our primary maintenance issue will be one of three things. These three things include the malfunctions on the bowling lanes, restroom issues, or heating/cooling of the facility. We will have two main facilitation managers. The bowling alley manager will be led by someone appointed by the A athletic director. The bar and grill would possibly be a student body whose appointed to the position by the university after interviews. One safety concern would be slippage on the slick bowling lanes. A second concern would be dropping a bowling ball on your foot or similar type of injury. Another safety concern that might arise is a fire from the kitchen. Another concern would be the safety of people who leave our facility intoxicated. The last concern would be slippage after an ice storm on the sidewalks outside our facility.

Part IV

Our key facility designs are to make the entire bowling alley and bar and grill look like a Tiffin University hall of fame by decorating it with jerseys, trophy’s, awards, and anything else the athletics want to put in there. There is also talk we could print a dragon emblem on the end of each lane. We also have invested in two projectors that will play sports games on the back wall in a huge display. (Attached is our blue print)

Part V

Even though we don’t necessarily need to build this facility, we still think it would be a great addition to our campus. It’s another thing we could use to influence students to stay on campus. There would be no more driving to Findlay to go to Buffalo Wild Wings. There would be no more driving 1.5 miles to Heritage Lanes because we would have those two things right on campus. I know I would rather walk to these facilities then having to get in my car and waste gas money to go to them. We also think that it would be great to keep intramurals here on campus and to add athletic competition events/teams. The other argument is that it keeps drinking on-campus and minimizes the risk of students driving somewhere else intoxicated. The last argument we have to build this facility is that it would set our university apart from any other institution of our size. Isn’t that what business is all about? Gaining a competitive advantage.