



Parks and Recreation

Monthly Report for January 2022

THE DIRECTOR'S BOX

'The Directors' Box'... Bob feels you need to know the following....January 2022



Ups for the month:

- *This month we are highlighting our “Bowling Center” . On the last page of this report you will find the history of our bowling operation, Take a few minutes to read and understand where we have been and where we need to go and how we will manage and market our bowling center moving forward..... Our Bowling Center generated **45% more revenue** in January 2022 than in January 2021,,,,,,*
- *Staff continues to work towards completion of the playground improvements at City Park. Wet weather has been challenging and the cost of materials has really been a challenge on this project.*
- *Spring sports such as High School Tennis, Youth Baseball and Soccer are right around the corner. And this year the SCHS Girls Softball team will play and practice our at City Park. City Park will be a busy place this spring....*

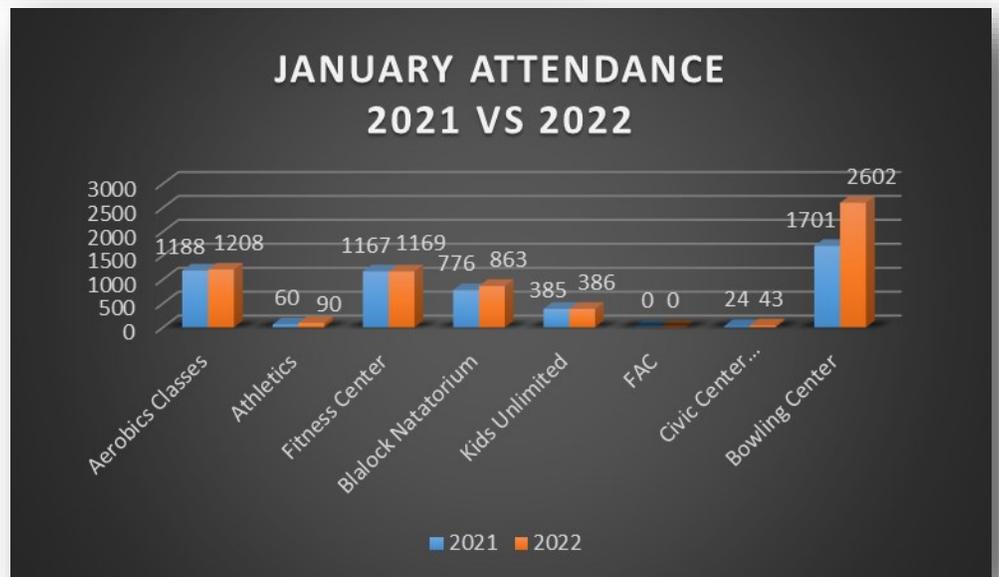


Not So Much an Up for the month:

- *COVID hit our staff very hard this month. We had at one point (8) eight employees out with COVID related issues. Not everyone has returned to work.*
- *We received some very sad news this month....long time part time Attendant Mark Opie in the Bowling Center was diagnosed with advance stages of cancer. Our thoughts and prayers are with him and his family.*

REVENUE AND ATTENDANCE

January 2021 vs 2022 Revenue and Attendance



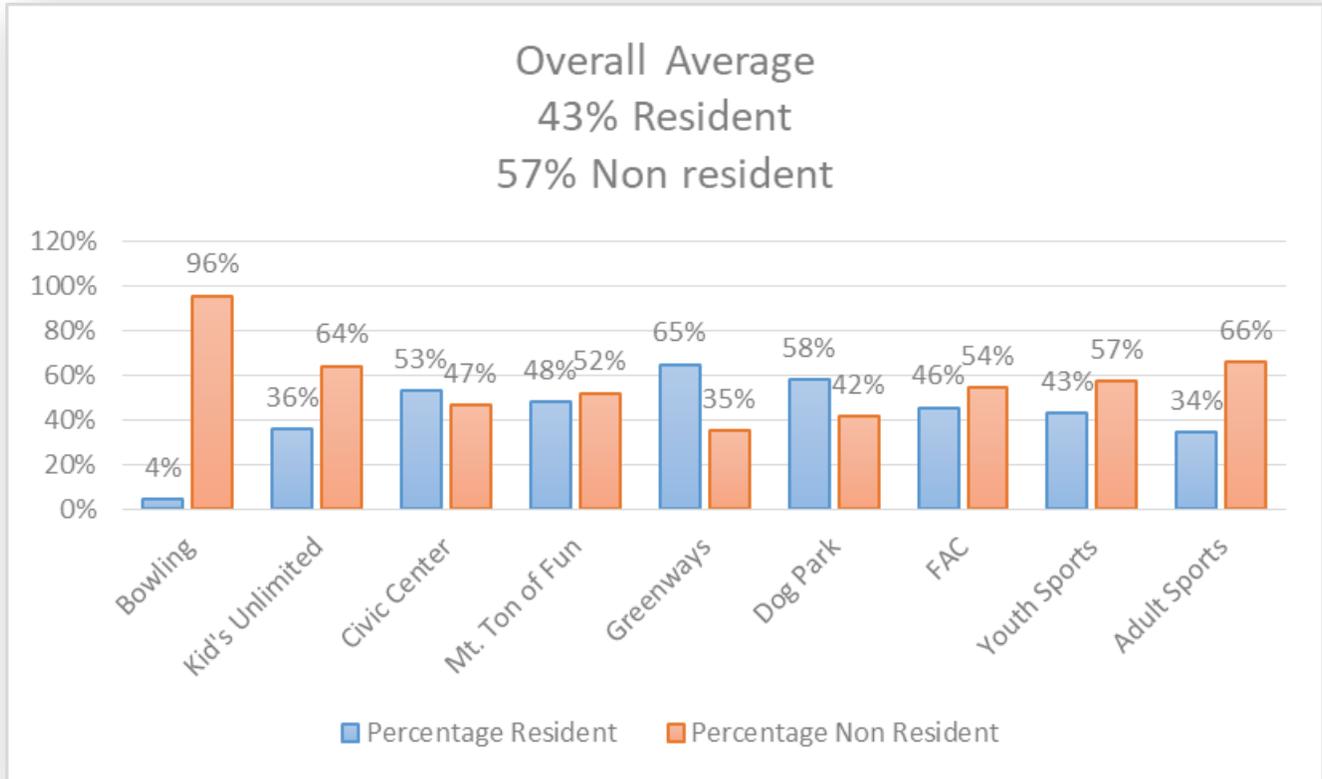
REVENUE HIGHLIGHTS

70

New Memberships

DEPARTMENT HIGHLIGHTS

FY22 Resident vs Non-Resident Usage



DIVISION HIGHLIGHTED FOR JANUARY Bowling

City of Sevierville Bowling Center Center/History and Where are we going from here?



Evolution of Bowling for the last 40 years!

- For many years the typical Bowling Alley as they were called back in the day consisted of organized bowling leagues, neighborhood buddies out for a night of fun, thick cigarette smoke, 7th frame games, and well you get the idea. Bowling Leagues kept the doors open.
- Roughly about 25 years ago things began to change, the new brand became known as a Bowling Centers and a new electronic offering called Cosmic Bowling became the new craze and it has not stopped since.
- Bowling by many other activities indoor venues, all of which moved to marketing towards family and corporate functions.
- Over the past ten years, most people just cannot commit to 36 weeks of bowling leagues. League are back and forth, up, and down, which brings us to where we are now in 2022. Today in Sevierville, Bowling Leagues represent only 10% of the total revenues., we see that trend continuing
- That 'quality time' that most people sit aside for recreation gets squeezed these days. Thus, people are fitting fun events like bowling into birthday parties, family reunions, church group outings, school functions, even business gatherings for employees and their families., that is where our future revenues will come from .

History of Our Bowling Equipment

- Our Bowling Center opened on July 21, 1982. When the Bowling Center opened; USED AMF 82-70 machines with 5 board processors were installed. Used bowling equipment was chosen due to budget limitations., although a necessary decision it proved to be problematic. We sent our staff to school to learn how to repair these machines.....that was the best decision we made.
- In the late 1980's our Bowling Center upgraded and replaced the 5-board processors with a 1-board microprocessor and the ball returns were upgraded from kicker lift style to positive ball lift system.
- In the early 1990's AMF introduced a new machine called the 90/80 with a new Daisy Chain system that looped the bowling machines into the Daisy effect. We installed these and for a few years and they worked fine and then the weak metal frame flaws begin to appear but of course the warranty had expired. AMF had not stress tested enough, it was like buying a car the first year first came out.
- In 2002 we installed the current Brunswick GSX Nex Gen Bowling Machines. The electronics are operated by a silver box with a CPU board and a High Voltage Board that operated a pair of lanes. Each lane has its own cabling system. operated by electric motors, solenoids, and switches. Ball returns have a separate ball motor that runs a lane pair. Pins are brought up by an elevator system to a setting table. These machines have been very good and durable; but they are now 20 years old and are well used. We have a huge problem getting replacement parts. Circuit Boards are becoming hardest to get because no new circuit boards have been built for several years, we can only get refurbished equipment that has already been rebuilt many times over.
- So here we are in 2022, our Bowling Center will be 40 years old this year.....We need to rebrand our center moving forward making every attempt to provide quality services with excellent equipment and customer satisfaction. We will continue to support a few small leagues, our high school teams, but we are moving towards more birthday parties, church groups, family reunions and corporate outings. We need to keep up with the changing times!