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BOWLING INDUSTRY

THE WORLD'S ONLY MAGAZINE DEVOTED EXCLUSIVELY TO THE BUSINESS OF BOWLING

*Hello
Good Times*

*All
Star*
LANES

SERIOUSLY FUN BOWLING, CRAFTY
COCKTAILS, AND BIG EATS AT
ALL STAR LANES IN THE UK

FEATURE

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chargers and efficient lighting, along with ease of access and free parking.

Boyd said EpiCenter's grand opening in 2014 attracted more than 8,000 people. "The facility is very multi-faceted and attracts a number of film productions, including some that have been done at the bowling alley," said Boyd. "The original reason for doing this was to build a safe place for families and young people to be able to come and experience life. That was the motivator."



Dr. Christopher Boyd, the pastor and general manager of the Riverside EpiCenter in Atlanta

While there currently are no bowling leagues, Boyd is hopeful to have some in the future. They do conduct cosmic bowling. "Some people might say having only six lanes is a challenge," he said. "I see it as an opportunity to be able to

create and do other things besides bowling." Having the various offerings on site allows EpiCenter to create packages pairing bowling with other activities.

"One thing important to us when considering the bowling alley was we wanted it to feature a reputable brand," Boyd said. "That's why we chose Brunswick to outfit all the equipment. That means this is a professional bowling alley. Even though we only have six lanes, we've still got a first-class bowling facility, and when you add the other amenities, you can have a great time."



Epic Bowling at Riverside EpiCenter



Epic Bowling at Riverside EpiCenter is just one of many entertainment offerings

Tuscany Lanes

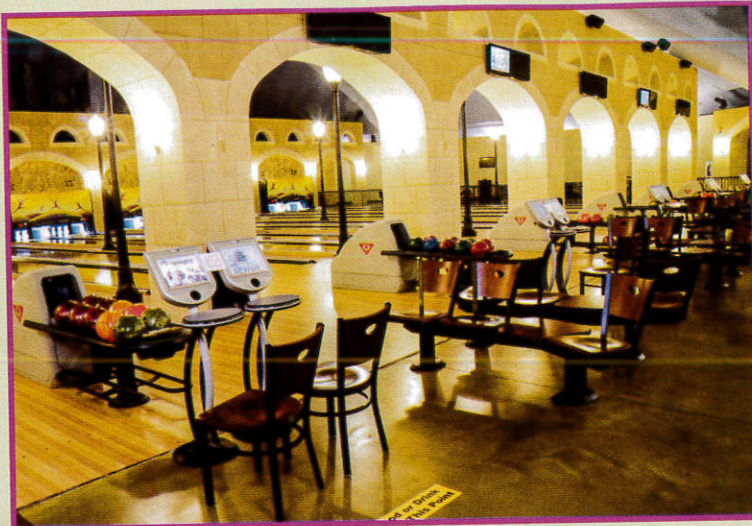
The 12 lanes at Tuscany Lanes are part of The Bridge in Birmingham, AL. The 4,000-member Faith Chapel Christian Center is a multi-purpose complex that is a destination for entertainment, recreation, private events, and meetings. It's nearly 120,000 square feet of space opened in phases, first to church members in 2010, some to the public in 2012 and the rest at an open house in 2014. The domes repeat the style of the 3,000-seat sanctuary opened across the street in 2000.

Dr. Michael D. Moore originally founded the Faith Chapel Christian Center in his home in 1981. He was one of just five members. General manager Sonjanetta Houston said Moore's vision came from God, and he worked with his congregation to raise the \$16 million needed to build the complex. "It's a safe, Christian environment. We want



Faith Chapel Christian Center and The Bridge's sprawling campus in Birmingham, AL

FEATURE



Tuscany Lanes at The Bridge in Birmingham

people to have that [family] experience rather than just coming to a facility," Moore said. "We want them to say 'I want to come back and bring my family and bring my kids.' "

Tuscany Lanes shares its almost 20,000-square-foot dome with the popular Tuscany Café which has a commercial kitchen. Its unique style features designs reminiscent of Tuscany, Italy, including arched concrete pillars directly above the lane approaches and above and behind the lanes. Streetlight poles are lined up halfway down the walkways between the lanes and



Tuscany Lanes at The Bridge is part of a larger faith-based entertainment and event center

alongside the foul lines, which Houston said can distract many traditional bowlers. Pool tables, video games, and table tennis are nearby.

Each of the other domes houses different groups or activities. There's the Xtreme Kidz children's indoor playground with

climbing towers. The Venue has two stages, seating, and a dance floor to host banquets, receptions, and business functions of up to 400 people. 2:17 has an open stage for performing arts for the youth ministry. The FitZone includes two National Basketball Association-size basketball courts, fitness rooms, a walking/running track, and a 1,200-seat banquet room, while the Tower Center serves as the complex's welcome center and connects to the other five domes. It also includes a 48-foot glass climbing tower and observation deck that overlooks part of the city.

The Bridge is closed on weekends other than for private events. Tuscany Lanes hosts a fun league on Monday nights and has open bowling on Tuesday and Thursday evenings. The Tuscany Café is open to the public for lunch Tuesday through Thursday, dinner on Tuesdays and Thursdays, and to private and special events at other times.



The Faith Chapel Christian Center sanctuary

Moore said school gatherings, team building meetings, wedding receptions, and birthday parties keep The Bridge busy most Fridays and Saturdays. Like EpiCenter, The Bridge offers packages based on needs and budgets that can include bowling.

Visitors come not only from the Birmingham metropolitan area, but throughout the Southeast and beyond. Moore said most people find out about The Bridge through word of mouth. "We're very thankful for the customers who go and tell other people, which is huge for us," she said. "You can market, market, and market, but someone who has been here and has experienced it is critical. We want people to come here to experience it." ❖



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