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# GameOn

*For the Love of Family, Community & FUN*



**GAME  
ON**

GameOn Community Entertainment, LLC

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# PROJECT SCOPE

**GameOn** is a Family Entertainment Center (FEC) located on the south side of Chicago. The center will be one of the only African American, family owned and operated FECs in the United States. A family that was born, raised and are current residents of the south side.

Chicago is often viewed as a story of two cities. One city is beautiful and bright, with a bevy of things to see and do and a promising economy. While the other city has languished in disinvestment and all but forgotten about by the powers that be. However we know that the story of Chicago is far from over and that there is still much to be cherished and celebrated on the south side. We want to bring something new, fresh and innovative to a community that has long been neglected and overlooked.

**GameOn** is a state of the art, indoor family entertainment center that will feature attractions for families and youth of all ages. Our attractions will include a laser tag arena, multiplayer VR attractions, amusement and redemption games, a soft play climbing structure and bumper cars. We will also have a quick serve cafe, party suites and a gift shop with branded **GameOn** merchandise.

**GameOn** is designed to be one of its kind and unlike anything currently found on the south side of Chicago. We commissioned a feasibility study with an entertainment consulting firm with more than 50 years of experience in the FEC industry to ensure our initial impressions were in line with what the market would bear. The study confirmed our beliefs that the south side marketplace offers an excellent opportunity for the development of a family-focused entertainment venue. With a combination of significant population density, stable households and family incomes, established retail and commercial infrastructures and an overall lack of family-focused entertainment alternatives in the region presents a strong foundation for this business model.

The creation of a new family entertainment center is likely to add substantially to the perception of Chicago's south side and will be seen as an asset to the community overall. Throughout the country, the popularity of this type of business has proven to be a catalyst for other businesses and community investments to occur. Additionally, entertainment focused businesses tend to attract not only local residents but new consumers to the area, which helps to increase all retail in the marketplace.



## THE NEED

For years the south side has been underutilized and suffering from disinvestment. Amenities that other Chicago neighborhoods take for granted such as retail and quality entertainment venues are considered specialty or luxury items on the south side. Simply put, there is a void of safe, high quality family and youth entertainment venues on the south side. Families and youth groups travel miles outside of their community to the suburbs and beyond for family nights out, birthday parties and field trips. But why? There must be a better way....

## THE RESPONSE

Welcome to **GameOn** - Chicago's only southside family and youth entertainment center. From laser tag and virtual reality games to bumper cars and soft play climbing structures - **GameOn** is your one stop hub for family and youth centered fun. Imagine being able to enjoy state of the art games, entertainment and delicious food at an amusement venue conveniently located in the community. We will not only cater to families looking for that special birthday party venue or a fun and engaging evening out but we will also actively engage non-profit, faith-based and school groups in search of field trip destinations for their youth.

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# COMMUNITY IMPACT

In addition to being a fun, family oriented center, **GameOn** is also a social impact catalyst that seeks to uplift and empower the community. Our impact is grounded in three fundamental elements:

## Violence Reduction

Chicago violence continues to rise in all neighborhoods, but on the south and west sides, in marginalized communities, the problem has reached epic proportions. We need look no further than the evening news to see what happens when youth have no viable access to activities that engage and occupy their time and keep them off the streets and out of harm's way. **GameOn** will be that safe haven for youth to participate in membership - based after school gaming and activities.



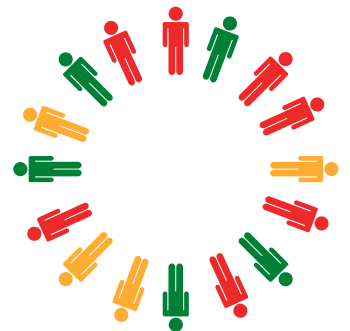
## Youth Employment

Youth unemployment on the south side is a challenging issue. As most jobs are heavily concentrated in downtown Chicago and the north and west suburbs, south side youth have fewer opportunities in their communities. It is well documented that youth employment helps to curb violence, economically improve families and communities and is the key to both short-term stability and long-term success for youth. **GameOn** will be a significant employer on the south side by hiring more than 40 people to staff the year round venue. Priority hiring and training will be given to south side teens and young adults.



## Community Engagement

There was a time when local businesses thrived on the south side. Residents spent their hard earned money in their communities and understood the value of supporting local businesses. Unfortunately, that is a rarity these days. **GameOn** will promote and encourage community involvement and investment in local businesses by offering cross marketing campaigns, special pricing and events that bring awareness to local vendors and resources.



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# FEASIBILITY STUDY

As we started to position **GameOn** from simply a good idea to an actual concept, we enlisted the guidance and support of Amusement Entertainment Management, LLC, the Industry's premier entertainment consultants, who completed a comprehensive feasibility study. The study included:

**Demographic Review:** analyzed specific demographic census data on population composition, wealth and spending levels, age groups, ethnic breakdown, housing information, and population concentrations, levels of employment, and city/town profiling.

**Tourism Impact:** analyzed specific regional data identifying the level and composition of tourists frequenting the area, and determine the visitation impact, if any, of the new proposed development on current tourism flow, and identify opportunities for cross-marketing of such offerings.

**Traffic Study:** determined the key access arteries to the recommended site marker and obtain traffic count information as well as actual drive times (in miles and time distances) from all such cities and towns within the targeted patron index.

**Key Employers, Industries, and Employment Analysis:** examined the trade area for consumer employment hubs to determine stability and capability of population within a target area, and assess the likelihood for continued growth and infrastructure development within the region.



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**Projection of Facility Attendance:** using information obtained through demographic research, determined the effective penetration rates into targeted communities for the purpose of estimating facility attendance, frequency of use, and seasonal attendance considerations.

**Analysis of Competition:** examined all forms of all indirect and direct competitors within the trade area, both existing and to-be-built, including entertainment centers, water park facilities, cinemas, bowling centers, amusement parks, regional theme parks, miniature golf facilities, for the purpose of determining the distribution of the consumer's leisure spending dollar throughout the trade area.

**Major Component Evaluation:** researched and evaluated the strength of all components and attractions as a revenue source and established an operating model that blends with, and compliments attractions to reduce the likelihood of spending cannibalization resulting from mismatched elements.

**Square Footage Utilization:** determined the most effective plan of floor utilization for the intended venue based upon budget constraints, economic considerations, attraction selection, structural needs, consumer preferences, physical restrictions, and age group targets.

**Peak Period Attendance/Capacity:** determined the maximum patron flow, capacity levels, and patron cycles that are anticipated to exist within the operation and recommend attraction formats capable of supporting peak usage.

**Attraction Selection:** evaluated the planned entertainment offerings and recommended the appropriate mix of profit centers, notably games, attractions, rides, and events necessary to maximize revenue performance within the confines of the recommended capital budget.



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**Projection of Revenue:** determined and prepared anticipated per capita spending levels, attraction utilization estimates, gross revenue generation, and seasonality adjustments relating to such revenue generation.

**Earnings Report:** prepared a profit and loss statement identifying all sources of income and expenses, including anticipated operating costs, debt service, rent, wages, insurance, maintenance, marketing, and reinvestment (CAPEX) requirements.

**Facility Staffing:** prepared a schedule of anticipated staffing needs based upon attraction selection, facility hours of operation, and expertise levels required.

**Industry Profile:** provided an overview of current industry conditions and formats to alert potential lenders and/or investors of the venue placement within the industry framework.

**Review of Current Region:** visited the selected trade corridor and issued an opinion with respect to development considerations, layout, building-style impacts, operating flow, and business format.

**Capital Budget:** prepared a general capital budget that estimates the costs associated with the development of the venue including estimated site development, building development, attraction costs, restaurant and food concession infrastructure, theming, and design considerations.

**Investment Return & Financing Capability:** evaluated the project model for completeness and acceptance by third party investors and financiers. The report included a debt structuring recommendation, debt service calculation, and basis for analysis commonly used by the investment and banking communities.

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# ATTRACTIONS

We have selected attractions that will appeal to a broad audience that will accommodate various ages, interests and abilities. The attractions are unlike any currently found on the south side of Chicago.

## Laser Tag Arena

Vendor: Creative Works & LaserBlast



Two or more players move around an arena and tag each other with beams of light. The game is generally played with bases, with each team competing against the other for the most points. However, elements such as Zombies and Capture-the-flag additions can be added to increase the fun.

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## Amusement and Redemption Games

Vendor: AVS Companies



With more than 25 units to choose from, there will be games to entice and delight all guests. From Skee Ball to NBA Basketball Shoot-Out to Wheel of Fortune, there will be no shortage of fun to be had and tickets to be won and redeemed for prizes.



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## Soft Play & Climbing Structure

Vendor: iPlayCo

A safe and durable, two story structure that will allow youth 10 years old and under to crawl, climb, and explore. Equipped with slides, multiple sections and a ball cannon, it is the perfect spot for a game of tag or hide and seek.



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## Spin Zone Bumper Cars

Vendor: Amusement Products

An 8 car attraction that allows youth 6 years old and up to drive solo or with a parent. When a driver hits the Spin Zone target on another car, it sends that car into an uncontrolled spin. Action-packed fun and excitement for all!



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## ValoArena

Vendor: Valo Motion

A 6 player mixed reality attraction that combines high quality video games and physical movement. Unlike traditional virtual reality, ValoArena doesn't require any wearable technology. The experience is frictionless and intuitive for guests of all ages.



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# AMENITIES

In addition to games and attractions, **GameOn** will also offer quality amenities to ensure our guests have everything they need to enjoy themselves.

## Birthday Party Suites

Four VIP suites for birthday parties that will offer customized experiences for the birthday guest and all party attendees. Each room will come equipped with a trained Birthday Party Event Coordinator that will assist with all aspects of the party including invitations, food selection and decor to allow you to relax and enjoy the party.



## Quick Serve Cafe

Between games - enjoy delicious hand-crafted pizzas, sandwiches, desserts and snacks in the **GameOn** Power Cafe. The cafe is also a great place for parents to recharge and wait while the youth are at play.



## GameOn Gift Shop

After an amazing day of fun and beating your friends at laser tag, come to the **GameOn** gift shop and get your branded merchandise such as t-shirts and water bottles. We will also feature specialty items from local vendors and entrepreneurs.



## GameOn Membership Club

Join the **GameOn** Level Up Club and get special offers on admission, discounts on food and merchandise and members only special events.



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# THE TEAM

Who is **GameOn**? We are proud Chicago southsiders - born, raised and current residents. We are an African American family owned and operated Family Entertainment Center. We recognize and celebrate the unique potential the side south has. We also know the challenges and deficits that exist and the work required to change the narrative. As a family owned and operated entertainment center, we know the importance of teamwork, collaboration and shared values. Our backgrounds and experiences are varied, from construction and property management to technology to marketing and consulting, which affords us a well-rounded vantage point in which to develop and manage **GameOn**.



**Cheryl Howard - Neal**

Nonprofit Consultant  
Expertise: Nonprofit  
management, program  
design, training, strategic  
planning & marketing



**Ronald Neal**

Registered Health  
Information  
Administrator &  
Commercial Property  
Manager  
Expertise: Safety &  
building code compliance,  
site maintenance &  
vendor management



**Michael Howard**

IT Systems Administrator  
Expertise: Information  
technology,  
operations/logistics  
management, policies &  
procedures

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We will also rely on the expertise and services of established FEC industry professionals such as Amusement Entertainment Management, LLC, to assist in the planning, design and operations of the venue.

**Jerry Merola**

Managing Partner

Amusement Entertainment Management, LLC

<https://www.aemllc.com/>

With more than 25 years of experience, Jerry has developed feasibility studies, marketing plans, operation manuals, and funding programs for some of the most notable names in the entertainment industry and performed business audits in almost all markets and sectors. At AEM, he has focused much of his efforts on analyzing and enhancing the performance of the firm's client portfolio, which has included developers, manufacturers, and facility owners worldwide.





**FUN IS GOOD.**

**For inquires and more information:**

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