



AFTER SCHOOL

BOWLING

A Proprietor's Guide

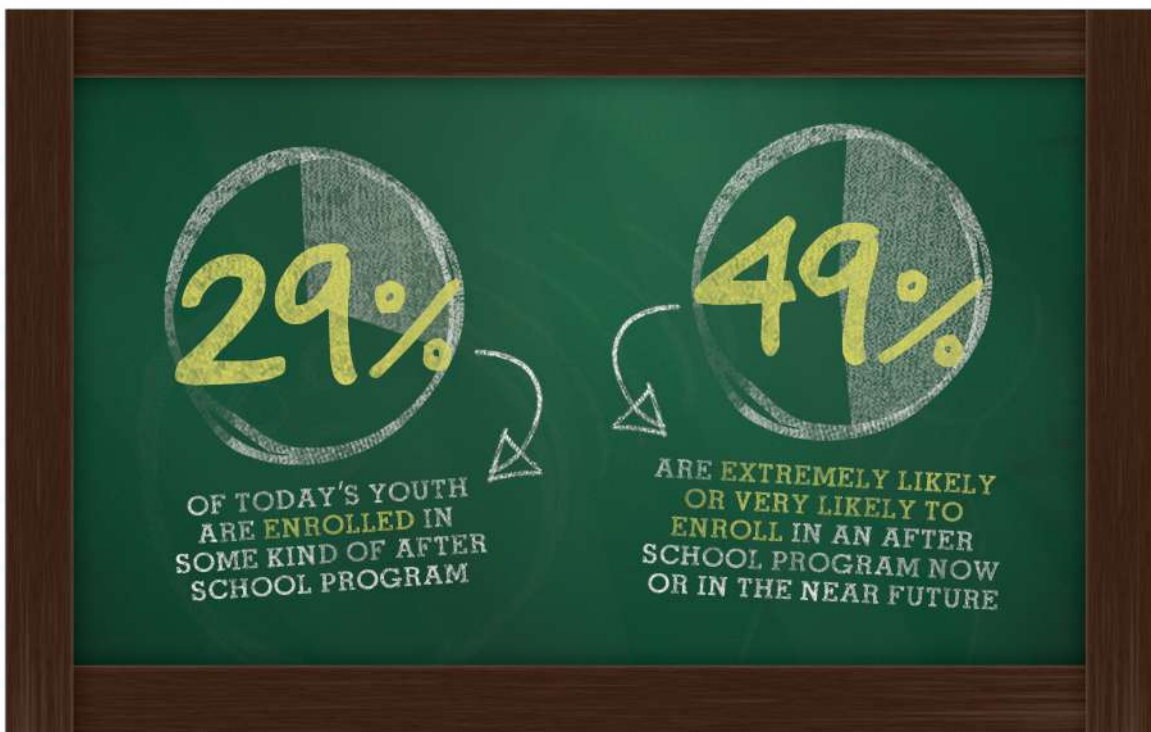



After School in America

Since 2004, the number of middle school youths who are unsupervised after 3:00 PM on weekdays is steadily increasing. The spiraling economy may be to blame as both parents are forced to work in most households and majority of after school programs come at a hefty cost.

A study titled "America After 3PM" was recently conducted by the Afterschool Alliance found that at least 30% of middle school and 4% of elementary school students are unsupervised after the school bell rings each day.

According to a recent survey administered to parents:





Developing your After School Program

Bowling centers have many options when it comes to delivering an after school program. Many centers today offer their program once per week for one or a few different schools. Some centers offer their program on a daily basis and run it all school-year long. Either way, if you do the research and put in the work, you can see tremendous ROI after flooring a successful after school program.

The bullet points below are a list of things to consider when researching your centers after school options.

LICENSING

Every state has childcare standards as set forth by the state government. These standards must be complied with at all times in order to be recognized as a legal childcare operation, of which, encompasses after-school programming.

TRANSPORTATION

Transportation is typically the biggest issue in developing an after school bowling program.

Majority of the reason that parents enroll their child(ren) in any after school program is to ensure safety and care for their child(ren) when they cannot be there to pick them up after school. Therefore, in most cases transportation is not only favorable but essential to parents when deciding on an off-campus after school program.

However, transportation is also the most expensive factor for the center as well, especially in up-front costs. There are a few options you have when determining if your after school program will provide transportation.

➤ Purchase your own van(s) or bus

The person who operates your bus or van must have a valid Commercial Driver's License. This can be an employee of the bowling center or you can hire a part-time or retired bus driver in the area.

Research several insurance providers to compare quotes.

As gas prices fluctuate, it's difficult to estimate the amount of gas you will need to purchase every month.

➤ Contract with your local school to bus children to you

Some states or districts this option is not available. Contact your local school district transportation provider to research options and rates.

➤ Contract with local transportation provider

Busbank.com is an example of a website where you can research different transportation companies in your area. The bonus with contracting with a local transportation provider is that the driver is included and insurance is covered. The downfall is they are typically pricey.

HELP

Counselors or employees are another component often outlined in your state's licensing requirements. In our case, Counselors may play a couple of different roles in your after school program. In addition to basic supervision, Counselors may be responsible for tutoring or homework help for your after schoolers and/or coaches on lane to provide general rules including safety and etiquette in the bowling settee.

BENEFITS

Another question you should ask yourself when developing an after school bowling program is what you plan on offering the students. Most of time, this will depend on what your center CAN offer.

Some after school programs provide rental shoes and a few games while others may go as far as providing coaching, homework help or awards. If your center offers other forms of entertainment (i.e. arcade, pool, batting cages/laser tag, etc.) then you have even more options of

activities to provide or rotate through for your after school program. Supervision is a must. The more opportunities for tutoring or homework-time, the more attractive your program will be to parents.

FORMAT

After you've determined what you will offer with your after school program, it's time to put together a plan. If you're coordinating your after school program on a weekly basis with a few different schools or networking with an existing on-campus after school program, put a schedule together to help plan what the students will do each day, each time they arrive. Here is an example of a plan for a bowling center's after school program who is offering bowling, show rental, arcade tokens and homework help to different schools on different days of the week.

Strikes Bowling Center

MONDAYS: Brown Elementary	3:00	Arrival
	3:00-4:15	Homework Help
TUESDAYS: Williams Elementary	4:15-5:15	Bowling
	5:15-5:30	Arcade (Each student provided 4 tokens)
WEDNESDAYS: Smith Elementary	5:30-6:00	Parent pick-up

It's important to schedule your after school program long enough each day to give parents the chance to get out of work and pick up their child(ren). The option to sign their child(ren) out earlier than they are required to get picked up can be an option but with heavy restrictions. The mother/father and/or legal guardian who is the only person that should be capable of picking their child(ren) up from your location. These details are often outlined in your state licensing requirements.

Offering your after school program to multiple schools on the same days will maximize your potential but can get tricky when it comes to coordinating transportation.

PROGRAM FEES

You can go with a weekly fee or monthly fee model or a one-time registration fee. I encourage a one-time registration fee not only because it is easier for the center to process but because it eliminates the chance that students will not show up or show up without paying each week.

Cost for participation in your after school program should: (1) be competitive with other after school programs in your area and (2) reflect what the program provides. Keep in mind you can offer additional amenities for an extra fee. For example, your after school program fee may be \$70 per week or \$75 per week with an included snack.

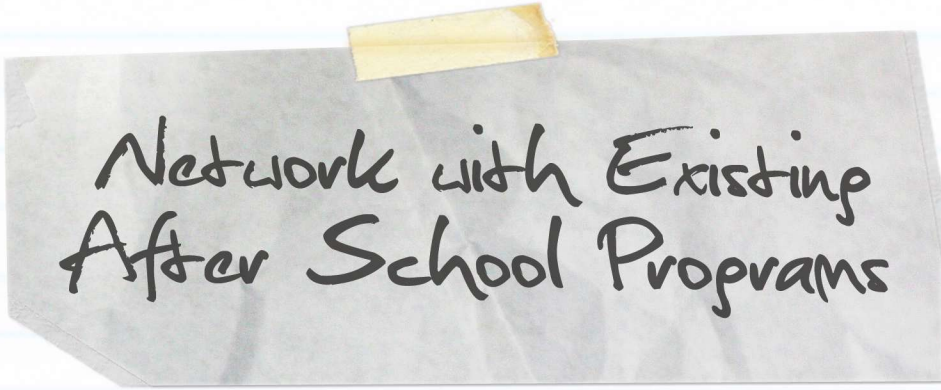


GET INTO THE SCHOOLS!

Begin by researching the policies and procedures for submitting flyers into the schools. Prepare a sample flyer with all the details of your after school program. The flyer may need to be approved by the school district. If so, give it to them a few weeks in advance. Once it has been approved, visit the schools closest to your center and get their enrollment numbers. Then have the flyer printed accordingly and deliver it to the schools to get passed out. Getting into the schools is the single best way to promote your after school program.

CENTER WEBSITE AND SOCIAL NETWORK

The internet is a place a lot of parents go to for information. Promoting detailed information about your after school program on your center's website and social network pages is the easiest and least expensive way to marketing your programming.



Network with Existing After School Programs

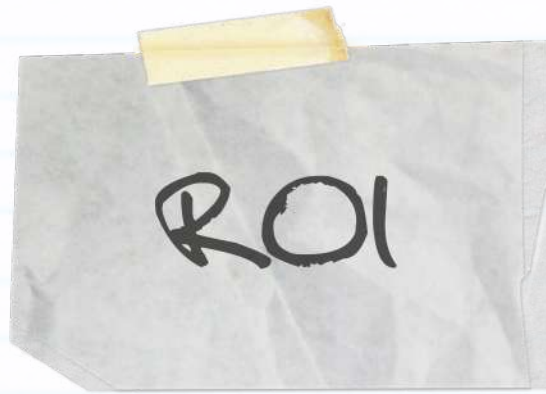
FIELD TRIP

These days, it's not uncommon for third parties to network with on-campus after school programs and deliver additional tools or field trip options. These, field trip outings are a much lesser risk, financially than the development of a full-fledged after school program but their goal is to keep bowling top of mind for youths and the ability to promote your youth programming or specials while they are in your center.

BOWLER'S ED

If the after school programs in your area are hesitant or unwilling to schedule a field trip type outing for their after schoolers, another option is to purchase the Bowler's Ed program materials and supply it (at no cost) to the on-campus After School program. Because you're supplying the materials for free, the after school program should be willing to pass out a free game coupon to their participants for a return to your center or distribute flyers about your youth programming.





EXAMPLE OPTION ONE

Income

5 days per week @ 3 hours per day
24 total participants @ \$75.00 per week
Income = **\$1800** per week x **24** weeks =
\$43,200 per year

*Includes: Transportation, Supervision/
Homework Help, T-Shirt, Activity*

Expenses

License	\$100 per year
Bus	\$10,000 (one time)
Annual Bus Maintenance	\$1,000 per year
Gas	\$720 (15 miles per day @ 10 miles per gallon @ \$4.00 per gallon)
CDL License	\$100
Help	\$5,760 (2 Counselors @ \$8 per hour @ 3 hours per day)
T-Shirt	\$240 (24 @ \$10 each)
Activity	\$2,880 (\$24 per day @ 24 weeks)
	= \$19,800

Total ROI = \$21,960
Year 2 = \$31,960

EXAMPLE OPTION TWO

Income

3 days per week @ 3 hours per day
72 total participants (24 per day) @
\$60 per month
Income = **\$4,320** per month x **6** months =
\$25,920 per year

Includes: Transportation, Supervision, Snack

Expenses

License	\$100 per year
Bus	\$10,000
Annual Bus Maintenance	\$1,000
Gas	\$432 per year
CDL License	\$100
Help	\$3,456 (2 Counselors @ \$8 per hour @ 3 hours per day)
Snack	\$1,728 per year (\$72 per week @ 24 weeks)
	= \$16,816

Total ROI = \$9,104
Year 2 = \$19,104