

WALLTOPIA

PLANNING CHECKLIST FOR OPENING YOUR FEC



Step-by-Step

Planning Checklist

Opening a Family Entertainment Center (FEC) is an exciting venture that requires careful planning and strategic decision-making. To help you with the process we have made a checklist of 10 steps you should carefully consider when planning your project.

Step 1: Define Your Vision

☐ Your Core Concept

What is the overall atmosphere and experience you want to create?

Are you aiming for a high-energy, adrenaline-pumping environment or a more relaxed, family-friendly space?

☐ Identify Goals

Outline your objectives for the attractions (e.g., physical activity, entertainment, skill development)

☐ Target Audience

Determine the demographics of your visitors, including age groups and interests.

Step 2: Budget And Funding

☐ Cost Estimation

Outline the costs for purchasing, installing, and maintaining attractions.

☐ Funding

Explore financing options or partnerships to support your budget. Consider applying for national, corporate, business, foundation, or individual grants.

Step 3: Space Analysis

☐ Assess Available Space

Measure and map the designated areas for attractions.

☐ Accessibility

Ensure the layout is inclusive and accessible for all visitors.

☐ Zoning

Considering the relevant target groups, divide the space into age-appropriate thematic zones.

Step-by-Step

Planning Checklist

Step 4: Choose the Right Attractions

- ❑ Balance Thrill and Fun

Offer a mix of adrenaline-inducing attractions for older children and teens. Include plenty of options for younger children and families to enjoy together.

- ❑ Consider Capacity and Revenue Streams

Aim for attractions with high throughput, high repeat visit potential, and numerous opportunities to boost revenue. This will ensure a steady flow of guests, boosting your overall profitability.

- ❑ Safety

Prioritize attractions with high safety standards and reliable equipment.

Step 5: Design and Customization

- ❑ Theme Integration

Customize attractions to match the overall theme of your entertainment center.

- ❑ Engagement Features

Incorporate interactive and visually appealing elements.

- ❑ Design Details Confirmation

Define the purpose, number of rides, types of rides, preferred capacity, and age groups. Specify the desired height/length, structure type, colors, theming, and special features like logos, timers, or score systems.

- ❑ Site Information and Surroundings

Provide detailed site information including model drawings, site photos, or 3D scans. For outdoor facilities, include topography, adjacent buildings, and existing structures. For indoor facilities, provide floor layers, columns, roof beams/trusses, and building wall details.

Step-by-Step

Planning Checklist

Step 6: Vendor Selection

- ☐ Research Vendors

Choose reputable suppliers known for quality and safety, such as Walltopia. Look for reference projects and client testimonials.

- ☐ Compare Quotes

Request and compare quotes to find the best value for your investment. Be as specific as possible.

Step 7: Regulatory Compliance

- ☐ Insurance and Permits

Obtain necessary insurance coverage for your attractions. Ensure all attractions meet local regulations and safety standards.

- ☐ Local Regulations and Certifications

Ensure compliance with local design and engineering regulations, obtain third-party certifications if required, and adhere to specific product and material classifications.

Step 8: Installation and Setup

- ☐ Professional Installation

Hire experienced professionals for installation to ensure safety and functionality.

- ☐ Special Requirements

Address storage areas, instructional and briefing areas, lockers, entrance areas, coffee corners, fan shops, parents' areas, and any special access requirements during installation.

- ☐ Testing

Conduct thorough testing of all attractions before opening to the public.

- ☐ Installation Logistics

Confirm installation and maintenance access, availability of temporary electricity and internet connections, and easy access for supply and installation equipment.

Step-by-Step

Planning Checklist

Step 9: Marketing and Promotion

- ❑ Launch Campaign

Plan a marketing strategy to promote the new attractions, including social media, local advertising, and special events.

- ❑ Community Engagement

Involve the local community with previews or exclusive access events.

- ❑ Feedback Collection

Gather feedback from visitors to continually improve and update attractions.

Step 10: Maintenance and Operation

- ❑ Regular Inspections

Schedule regular maintenance and safety checks.

- ❑ Operation

Consider labor costs and the ease of maintaining each attraction. Provide clear instructions and supervision for all activities.

We hope this checklist was helpful in your planning process. For further assistance, you can reach out to our industry experts at Walltopia.

WALLTOPIA



OVER 2400 PROJECTS
IN 80+ COUNTRIES ON 6 CONTINENTS

Founded in Bulgaria in 1998, Walltopia is a world leader in the Climbing and Adventure & Leisure industries. The company started out with the purpose of designing and manufacturing the most advanced climbing facilities in the world.

Our passion for science, technology and our obsession with excellence and safety, made us a leader and top expert in the Climbing and Active Entertainment industries.

We pride ourselves with our highly complex projects that always deliver expected results – starting with the design, moving on to the installation and finally – the certification.

Today we have the largest portfolio of classic and novel attractions that combine fun and entertainment with healthy doses of adrenaline for people of all ages. With sales offices in the USA, China and head office in Sofia, Bulgaria, and four production plants employing more than 500 people, to this day, we have produced over 2400 projects in 80+ countries and on 6 continents.

Our products are installed across adventure parks, amusement parks, shopping malls, gyms, recreational areas, ski resorts, schools and universities, hotels, and more.

LET'S TALK ABOUT YOUR PROJECT

Contact us at sales@walltopia.com or visit walltopia.com