



An indoor go-kart track (left) and the Nuclear Rush spinning coaster (right) deliver thrills and family fun to guests at Scene75 in Columbus, Ohio. AT/JOHN W.C. ROBINSON

Making it big, Scene75 opens largest FEC location yet

AT: John W.C. Robinson
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COLUMBUS, Ohio — The family entertainment center (FEC) marketplace is one of the fastest growing in the amusement industry. That very growth is what's paved the way for the Scene75 entertainment center brand, which started with a single location in 2012 in Dayton, Ohio, to now open its fifth location just seven years later. Scene75 in Columbus, Ohio, opened in October after much anticipation.

Originally expanding from Dayton into the Cincinnati, Cleveland and Pittsburgh markets, the Columbus expansion of Scene75 marks the chain's largest center to date. Occupying a former Macy's anchor store in the Tuttle Mall, the two-floor complex is more than 225,000 square feet of entertainment options and family fun.

"We brand ourselves as operating the largest indoor entertainment centers in the country, so size is part of our strategy," said Jonah Sandler, who founded Scene75 with his father, Les Sandler. "But this is a large undertaking at the same time; [the former Macy's was an] unbelievable shell of a building for our uses."

Within the massive space, Scene75 has raised the bar of what an FEC can offer in variety. Outfitted with a cashless card system from Embed, being a home to more than 200 video games is only the beginning for the venue.

"We can have so many different components in our building that are taken from our years of learning," stated Sandler.

The facility boasts an indoor go-kart track (supplied

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IAAPA's Orlando global headquarters officially opens, an attraction all its own

AT: David Fake
Special to Amusement Today

ORLANDO — The amusement industry has a new must-see "attraction" in Orlando, the theme park capital of the world, with the opening of IAAPA's new global headquarters. While not the typical attraction for which Orlando is known, the new 22,000-square-foot facility that officially opened on September 27, is a beautifully and functionally designed home for the association's employees, as well as a home-away-from-home for its traveling members.

From outside IAAPA's headquarters, visitors will notice a unique architectural wave pattern adorning the

building designed to represent the dynamic attributes of the attractions industry. The door pulls of the main entrance incorporate IAAPA's logo with its eight multicolored triangles arranged in a circle representing the sum of its unique perspectives and how, when inspiring each other, its members move the attractions industry forward. Within the walls of the headquarters, the colorful triangles of the logo and its theme of diversity-forward takes shape in the murals on the walls and ceiling forming icons of the different aspects of the industry.

The building is also a museum, of sorts, with several historic industry artifacts on display throughout the facility. These

museum-class pieces include an original doll from Walt Disney's It's a Small World that was part of the attraction's original incarnation at the 1964 New York World's Fair and a carousel horse presented to IAAPA from Dynamic Attractions and Chance Rides.

While the headquarters does provide office space for more than three-quarters of IAAPA's 75 employees worldwide, this building is truly designed for the organization's 6,000+ member companies and their employees who represent more than 100 countries. This is evidenced by the dedication of more than half the build-

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IAAPA officially opened its new Orlando, Florida, headquarters with a ribbon-cutting ceremony and open house event. Pictured during the ribbon cutting are (l to r): Jerry Demings, mayor, Orange County, Fla.; David Rosenberg, ICAE, chairman of the board IAAPA and vice president, Monterey Bay Aquarium; and Hal McEvoy, ICAE, president and CEO, IAAPA. AT/DAVID FAKE

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by Amusement Products) directly across from an indoor Visa spinning coaster dubbed Nuclear Rush.

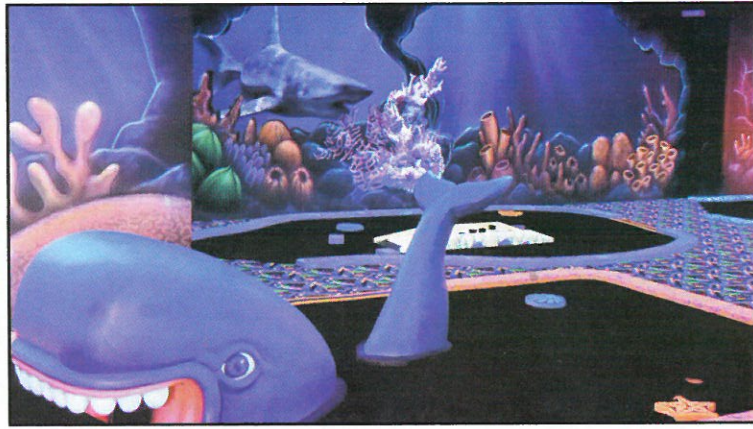
"The spinning coaster was a natural fit for Scene75," said Len Soled, whose company Rides 4 U brokered the purchase of the attraction. "It's a family ride. Thrilling for the kids, great fun for the older guests and something they can experience together."

Keeping that universal appeal in mind was key in the theming of the coaster as well.

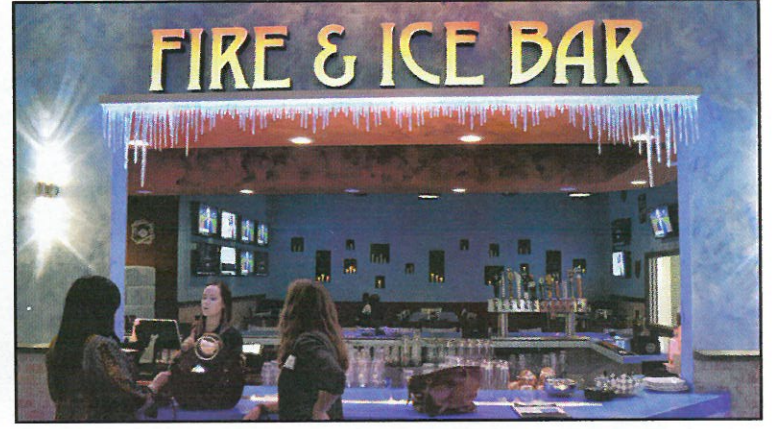
"With Nuclear Rush, my intention was to create a theme, name and color palette that would fight the idea that this was a 'kiddie coaster,'" said Maggie McCartney, Scene75's director of art and design. "It is an atomic, radioactive theme that is the right amount of bright, attention-grabbing colors but nothing too juvenile that would make a young couple coming in on a date feel silly for riding it."

Nearby is a two-story Laser Tag arena. With equipment from Laserforce, the arena presents a fun configuration of theming and interactivity. There's also an emphasis on safety, as the gun vests themselves remind players that two hands must be kept on the gun at all times, sensing whenever a hand is removed.

"This is our best go-kart track, our best laser tag arena, our best party room configura-



Attention to detail abounds at Scene75 Columbus. Glow-in-the-dark sets and projected animation turn Blacklight Mini Golf into an immersive experience (above left). The Fire & Ice Bar (above right) features unique lighting and decor. The Drop Tower attraction's positioning within a balcony (right) between the floors helps lure guests to both levels of the facility. AT/JOHN W.C. ROBINSON



tion," said Sandler. "In all ways, this the best of what we do."

Also taking advantage of the two floors of entertainment is a Moser Rides Spring Ride 12 tower attraction. With a loading station on the bottom floor, riders rise through a balcony on the upper level to the roof of the venue, then bounce down between the floors several times. The unique location helps assure guests visit both levels of the grand facility.

Other attractions include The Spin Zone Bumper Cars (Amusement Products), an XD Dark Ride from Triotech, a 4D theater by CJ, and a Bounce Inflatapark. The variety of offerings at Scene75 help lure what operators are projecting will be more than 400,000 visitors in its first year at the new location.

The new location boasts nine private party rooms, all complete-

ly separate from one another.

"We can also seat over 500 guests in The Grand Scene banquet hall area," added Les Sandler.

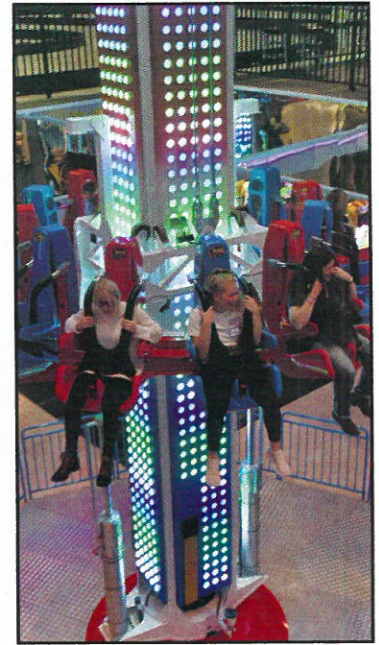
Hungry guests can dine in the unique Illusions Restaurant and Bar. Themed to legendary magicians and escape artists of old, the eatery is more than traditional food and dining. The atmosphere changes instantly as guests enter the restaurant, with unique lighting and an animatronic of an escape artist appearing overhead. In addition, the location hosts a hidden party room, accessed by a secret sliding bookcase entryway.

Next door, the immersive theming continues with the Fire and Ice Bar. Serving guests both in the entertainment area of the FEC as well as in its own uniquely lit area, the refreshing escape is one of four different bars offered within Scene75's walls.

The elaborate theming is extended beyond the dining options. Blacklight Mini Golf offers two nine-hole courses that not only have abundant glow-in-the-dark painted figures and structures but go an extra step in steeping players into their surroundings. Realistic animations — created in-house by the team at Scene75 — from under the sea and jungle life are projected onto the surrounding walls, creating the illusion that families are putting next to a man-eating shark or snapping Venus flytraps.

"Les and Jonah Sandler's innovative 'think big' approach to this industry is on display at all of their locations and in everything that they do," said Earl Heller of Rides 4 U. "They pour their heart and soul into what they do, employing a hands-on approach to make certain that each and every detail is done right."

That innovative style led to the Columbus location being Scene75's first installation of the HomeRun Zone. Featuring simulators from HRZone in partnership with Real Yagu Zone, the HomeRun Zone turns traditional batting cages into an interactive, augmented reality experience. Competing guests pitch to one another, via a pitching machine, and watch as a Major League pitcher deals out to their friends and family standing at the plate to swing away. Gameplay is not only interactive for the participants, but the grand nature of the action helps draw a crowd of onlookers from those nearby and those waiting to play.



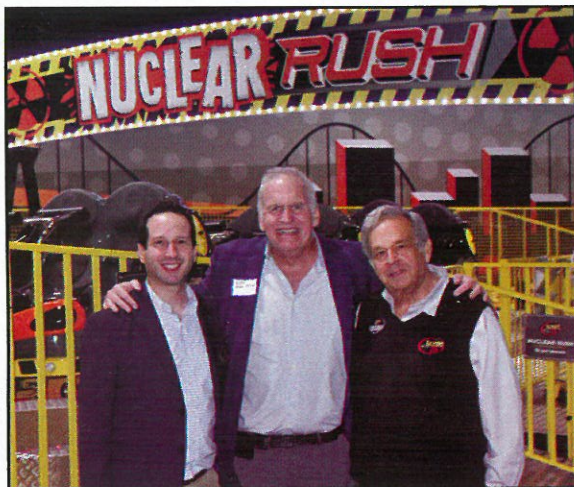
The expansive Scene75 Columbus isn't complete yet. Exclusively designed escape rooms, one-of-a-kind Archery Tag, and the multipurpose sports field area dubbed The Fieldhouse are all poised to debut in the coming months.

With its rapid growth, the FEC market has become competitive with several brands making a name for themselves. Main Event, Malibu Jack's, Topgolf, Pins Mechanical, and others have all blossomed into new markets in recent years.

"Frankly, [competition] makes us all try harder," said Jonah Sandler. "Our intent is to continue to grow the brand."

While opening the new Columbus location, the Scene75 staff remains hard at work repairing the original Dayton location, which is temporarily closed after being damaged by tornadoes this past summer. Scene75 Dayton is expected to reopen in early 2020 with new attractions and a renovated facility.

*scene75.com



Scene75 founders Jonah Sandler and Les Sandler (above left) flank Rides 4 U's Len Soled in front of the brand's first roller coaster, Nuclear Rush, a spinning coaster from Visa. The augmented reality HomeRun Zone batting cages (above right) draw onlookers and cheers. AT/JOHN W.C. ROBINSON



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