

Sunset Lanes Fall Action Plan --- 2012-2013

Adult Program:

- 1) Telemarketing/League Coordinator Program- July 5th through September 7th, 2012.
League Coordinator will be used to call days, nights and weekends. We will have two league coordinators working a total of 25-30 hours per week. Coordinators will be utilized in the following manner.
 - A. Call all Fall 2011-2012 league bowlers to confirm whether they are returning or not based on results from the lane-to-lane done at the end of the season. This will be the first step to determine how many spots will need to be filled.
 - B. Go Lane-to-lane for all summer 2012 leagues to determine interest in fall.
 - C. Call all summer 2012 bowlers that were not contacted through lane-to-lane.
 - D. Confirm all over the counter sign-ups. As received, call to inform them that we have received their registration, place on wait list unless they bowled the league last year.
 - E. All 2011-2012 dropout bowlers will be contacted and we will offer them some free games and include shoes to come see us. Depending on vacancy needs, we will begin this contact process the 2nd week of August.
 1. Contact bowlers to give the date and time of the organizational meetings, one week before meeting. For this extra help will be used (example: Tony, Mary, etc)
Stress importance of attending.
 2. Each Tuesday the Program Director will provide weekly fall status reports, starting June 19th. Review results with League Coordinator and assistant (Ginny) every Tuesday at 2:00 p.m. Discuss problem areas and emphasis on leagues that need our assistance.
 3. Assist with the lane-to-lane solicitation. One round of lane-to-lane will be done. This will be July 30th through August 5th. Late starting Happy Hour lane-to-lane: First round is 8 weeks into beginning of league, given until the 10th week to register. After 10 weeks call past leagues one-year back. Along with asking about fall leagues we will be passing out league bowler passes for September and October. Phil will order these passes by July 9, 2012.
 4. Define areas of responsibilities, set goals, and target dates.
 5. League messages will be used on the overhead monitors and the roadside sign. To be changed weekly. (See attached)

June 8	Father's Day; Dad's bowl FREE; 11AM - 7PM
June 19	Quartermania \$7.00 cover; .25 cent bowling & shoes; Mon through Thurs 9pm to close
June 26	Happy Hour League; Everyone Receives; A Free Bowling Ball
July 3	Kids Bowl Free; Sign up today; sunsetlanes.com
July 10	Practice League; Everyone receives; 3 Free games every day
July 17	Kids Bowl Free; Sign up today; sunsetlanes.com
July 24	Cosmic Birthday Parties; Have a Blast, Reserve today
July 31	Vegas League; everyone goes to Vegas; airfare & hotel included
August 7	Daytime; Ladies Leagues; starting in September
August 14	Junior leagues; Free coaching; Great fun for kids
August 21	Adult Junior League; Sundays at 6pm; Starts in September
August 28	Fall Leagues forming; Starting in September; Fun for everyone
Sept 4	Cosmic Bowling; 9:30pm to 2:00am; Friday and Saturday
- 2) Preparing the staff:
 - A. A desk staff meeting held on June 19, 2012 at 5:30 pm meeting and to discuss the program.
- 3) Use P.A. effectively (fresh messages each week) beginning June 24th. One note will be used each week.

- 4) All promotional material must be displayed with sufficient quantity of brochures by June 20th, 2012.
- 5) League Organizational meeting
 - A. All dates set by July 1st
 - B. Packets and rules ready by August 15, 2012.
 - C. All league members called one week prior to the league meeting
- 3) Advertising:
 - A. Scoring screen ads will be used for Happy Hour, Practice League, Hits & Misses, Bud Light Classic, Generation Gap, 5 Grand, Hav A Ball, Vegas Leagues, Juniors, Seniors and Ladies. Ads will be up by June 20th, 2012.
 - B. The website will be updated with detailed descriptions about each league and all league flyers, as well as web forms allowing them to sign-up online, by June 20th, 2012.
 - C. Specific flyers will be displayed at the front desk. These flyers should include, at a minimum, Happy Hour, juniors, seniors and Vegas Leagues, as well as the master list. As other leagues need help flyers can and should be changed out.
- 7) Added Prize Money:

Sandbaggers:	\$500
Bud Light Classic:	\$2,500
New Belgium Brewing 635 Scratch:	\$2,000
5 Grand:	\$1,000
Vegas Leagues:	\$2,000

Junior Program:

- 1) The Junior Program will consist of two seasons, fall and winter. For sanctioned leagues, averages will roll over from fall to winter league for those bowlers that continue. New bowlers to winter league will establish their average on the first day of league bowling. A Family Bowl Day will also be held on the last day of fall and winter league.
 - A. Call back program will include
 1. Fall/Winter 2011-2012.
 2. Summer 2012
 3. Summer 2012 who were not contacted through lane to lane
 4. Lane-to-lane starting August 4th and Tuesday August 7th.
 - B. Junior registration will set at times to coincide with the junior's league dates.
 - C. Junior check in and team assignment will be done the first day of league using the lane board.
 - D. Family Bowl Day will be held again on August 25, 2012. I would like to think of new ideas for this event.

Senior Program:

- A. Call Back Program includes:
 1. Fall 2011-12 league bowlers that were contacted through lane-to-lane
 2. Summer 2012 league bowler not contact through lane to lane.

Don Smith will be promoting the 5 Grand League. We will pay for his league fees and prize fund.

Goals for 11-12:	Actual for 11-12:	Goals for 12-13:
1494 Adult	1344 Adult	1406 Adult*
134 Senior	97 Senior	100 Senior**
145 Junior	95 Junior	110 Junior

*Valley leagues included: Never on Sunday, Carolwood Keglers and Spare Mrs. only

**Valley leagues not included

Final count date for these goals will be October 23, 2012.

Sunset Lanes
League Bowling
Summer Action Plan 2013

- I. Summer League Bowling
 - a. Schedule
 - i. Monday: Generation Gap, 6:30 Happy Hour, Patron Patrol
 - ii. Tuesday: Ladies Spring Flingers, Junior Spring Flingers, Tuesday Club 55, 9 or Nothing (\$500 added prize money), Stars and All-Stars, PBA Experience
 - iii. Wednesday: Spirit Mountain Doubles, Happy Hour 6:30, Kegel Challenge, Practice League
 - iv. Thursday: Spirit Mountain Seniors, Happy Hour 6:30, Super Bowl, Happy Hour 9:00
 - v. Friday: Happy Hour/Practice League
 - vi. Saturday: Junior Saturday Mixers, Hav A Ball
 - vii. Sunday: Staff and Friends, Cosmic Happy Hour
 - b. League Kickoff/Promotions
 - i. Desk Meeting - a desk meeting will be held February 13, 2013 to review the action plan with the desk staff
 - ii. Scoring/Exhibio Screens will be up February 15, 2013
 - iii. Flyers and other promotional material will be posted February 15, 2013
 - iv. Website changes will go live February 15, 2013
 - v. Posters – one 24"x36" and two 22"x28" posters will be created to advertise the start of summer league sign-ups. These posters will be placed at the front entrance, side entrance and by the pro shop
 - vi. E-mail blast to kick-off the summer schedule on February 15, 2013
 - c. Lane to Lane
 - i. Lane to lane will be conducted March 1st through 7th or May 3rd through 9th depending on the finish date of the league
 - ii. Intent to return forms will be used for each bowler/team. This will allow us to verify their contact information as well as confirm if they are planning to return next season. Customer Connect will produce
 - iii. Each fall league bowler will receive a summer bowling pass giving them one free game of practice every day
 1. Phil will order no later than February 15, 2013
 - d. Phoning
 - i. Phoning will start March 11, 2013 and continue through June 20, 2013
 - ii. A telemarketer/league coordinator will be used to phone Monday-Thursday from 6:00pm to 9:00pm and Saturday from 10:00am to 1:00pm. This position will be scheduled for 15 hours per week and will not exceed 25 hours per week.
 - iii. The following will be completed by the Program Director and telemarketer to build each summer league:
 1. Lane to lane as described in section c
 2. All summer 2012 and 2011 bowlers not contacted through lane to lane will be contacted by April 15, 2013
 3. All fall 2012-2013 league bowlers who were not contacted through lane to lane will be contacted by April 15, 2013

- 4. Over the counter sign-ups will be confirmed no more than two days after being submitted
 - iv. Bowlers signed up for a summer league will be contacted one week prior to the start of league to be reminded of league meeting time and date. The importance of the organizational meeting will be stressed to each bowler
- e. Goals
 - i. A meeting will be scheduled every Tuesday at 2:00pm to review bowler count and to discuss problem areas
 - ii. Our goals will be:
 - 1. 680/730/780 adult/senior league bowlers
 - 2. 60/80 junior league bowlers