



FAMILY ENTERTAINMENT CENTER (FEC) DESIGN & PRODUCTION SERVICES

The White Hutchinson Leisure & Learning Group is a full-service feasibility, design, production and consulting company for location-based family and children's leisure, entertainment and eatertainment venues.

Our family entertainment center (FEC) design and production services are not limited to the physical FEC facility. Rather, our comprehensive approach covers every aspect of developing, building, setting-up, opening and operating a FEC.

White Hutchinson has a core team of design and other professionals (our Design Alliance) that includes the disciplines of architecture, interior and mechanical design; market research; brand, name and logo development; acoustics and audio-visual design; horticulture and landscape design; menu and kitchen design; entertainment and play attraction design and procurement; game room operation; graphics, wayfinding and sign design; child development; management start-up and specialized training. Additionally, we collaborate with the best quality suppliers throughout the world on the design of entertainment and play equipment and activities.

We have found from experience that the only way we can deliver a quality and successful FEC to our clients is through a comprehensive and tightly managed production process that coordinates all aspects of the business, just not the architectural improvements. FEC facilities are very specialized and there are hundreds of facility, equipment, operations, branding, management and marketing details that need to be simultaneously addressed during development for success.

White Hutchinson prides itself on its independence. Unlike many consultants and designers who derive secondary income from commissions on equipment or from contractors they specify for clients, our ethical standards prohibit us from accepting any such income, which could bias our advice to clients. As a result, we have no loyalties or obligations to any suppliers or contractors. We have no ownership, nor will we accept any commissions, rebates or other compensation from suppliers or contractors. We believe it is our job to represent the best interest of our clients and help them make the best business decisions, which sometimes is to not to proceed with a project.

Our comprehensive design and production services cover every aspect of designing developing, opening and operating a FEC, including:

- Site evaluation/selection
- Market research and feasibility
- Focus groups/qualitative guest research
- Cultural research
- Financial projections
- Cost estimates
- Attraction mix and program development
- Operating capacity/design day calculations
- Space/adjacency planning
- Concept planning
- Brand development
- Project name development
- Logo and graphic identity design
- Schematic design
- Architectural and interior design
- Mechanical design
- Civil and landscape design
- Children's safety design including ASTM and CPSC compliance
- Design for adult and children's accessibility
- Design for family friendliness
- Wayfinding/sign design
- Themed architectural design
- Themed interior design
- Acoustic design
- Audio-visual design
- Lighting design
- Custom millwork design
- Assistance with selecting security systems
- Themed landscape design
- Menu development
- Food service kitchen design
- Assistance with recipe development
- Develop menu board concepts and designs
- Food service set-up and training
- Furniture and fixture design/specifications and procurement coordination
- Custom design/specification and procurement coordination for all entertainment attractions, equipment and supplies
- Assistance with selection, procurement or contracting, and set-up of games
- Redemption store design, merchandising and prize selection and procurement
- Custom theming and finishes design/specification and procurement coordination
- Design/specification and procurement of all finish materials

Admissions/POS/Debit card system specifications and consulting
Capacity calculations for all entertainment attractions and events
Coordinate reviews and approvals with all governmental entitlement agencies
Coordinate final construction documents, specifications, shop drawings, and bids
Review and approve all color dye lot, color finishes and material submissions
Coordinate installation of all furnishings, fixtures, entertainment and play equipment,
signage and other finishes
Develop and monitor development schedule
Mascot/costume character design and procurement
Advise on design of brochure & collateral
Advise on birthday party and group programs
Develop safety and sanitation policies and procedures
Develop school field trip curriculum and guides
Assist with job descriptions
Assist with employee screening/selection
Advise on on-going in-house training programs
Advise on development of personnel policies and procedures.
Advise on development of sponsorship concepts and implement in design
Advise on development of sponsorship program
Advise on required training for first aid and CPR
Advise on emergency and safety policies and procedures
Develop working with children and families customer service manual for staff
Customer service training for working with children and families
Training on hygiene, health and sanitation policies for all play areas
Birthday party training
Mascot/costume character use training
Training on school field trips
Training for all other areas of operations as required
Management/culture design assistance including organization chart and staffing
requirements
Assistance with all other areas of management and start-up of operations as required
Prepare punch lists
Post occupancy evaluations
Develop post occupancy adjustments
Post occupancy re-training
Consulting and assistance on all other areas of development, opening and operations

White Hutchinson Leisure & Learning Group

Kansas City, Missouri, USA

Doha, Qatar

01.816.931-1040

randy@whitehutchinson.com

<http://www.whitehutchinson.com>

© 2008 White Hutchinson Leisure & Learning Group, Inc.