

# FAMILY FUN • FAMILY FUN

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**Play Meter Magazine**

## SCORING SUCCESS



Full-scale indoor rides delight guests.



Families enjoy playing redemption games together.



Electric go-karts are crowd-pleasers.

The array of games, rides, and attractions all under one roof are unparalleled in the region.

Get your walking shoes ready when you visit The Amazing Pizza Machine in Omaha, Neb.: The walking distance around the facility equals four miles. Be sure to allocate plenty of time for fun: If you spend just five minutes playing every game and riding every attraction it would take over 12 hours.

"Amazing" is the perfect moniker for this new 65,000-square-foot indoor family entertainment complex that opened its doors at the end of April. The Amazing Pizza machine can accommodate 750 guests for dinner while 1,200 other guests are playing golf, bowling, testing their skills on video games, or driving a car on an Indy-style racetrack.

The grand opening more than lived up to expectations. Kent Thompson, one of the six partners of 4 Fun LLC and the company that owns The Amazing Pizza Machine, said, "We are thrilled with the response to the opening. It's such a great feeling when you walk through and realize there are hundreds of people having a great time with their kids and friends." 6 4 Fun LLC is a Nebraska company committed to creating a fun, family-friend-

ly entertainment venue.

Tony Messineo, co-owner of The Amazing Pizza Machine, commented on the first week of operation: "This week was everything we expected, and more. We obviously chose the right market; we have done all the right things to evolve the indoor entertainment concept, pairing it with great tasting food. As far as we can tell, this is the place to be in the Midwest."

### GAMES AND FOOD

The winning combination of food and fun is at the core of The Amazing Pizza Machine. There are 120 video games of every skill level. Rides and attractions include Glo Golf glow-in-the-dark miniature golf, Spaghetti Bowl bowling, Grand Spree Racing go-karts, The Frog-Hopper®, the spinning Wild Ride, and the Busy Works play area for little children.

A lovable dog named Cogswell is the facility mascot who has a fondness for Italian food. His name graces a number of attractions, such as Cogswell's Crazy Cars bumper cars.

Among the games available to play in the Amazing Arcade are Dog

Pounder from Bob's Space Racers; The Fast and the Furious 3D from Betson/Raw Thrills; Super Shot Basketball from Skee-Ball, Mario Kart Arcade from Namco; and ICE Ball, Pink Panther, and Zoofari from ICE.

Games are set on token play or guests can sign up for their own BIG FUN rechargeable play card from National Ticket Co.

Add to the fun a pizza and pasta buffet filled with more than 100 dishes made fresh and on-site daily, including a soup/salad bar, dessert bar, and specialty dishes. The Amazing Pizza Machine aspires to satisfy every taste.

There are 10 private party rooms and four themed dining rooms. The Cartoonery is an indoor drive-in theatre for the younger crowd or the young-at-heart where they can sit in booths designed to look like small cars and watch their favorite cartoon on the big screen.

Nextdoor is Johnny Sprockets, a 1950s-style diner where karaoke is king. The Fan Room is for sports fanatics with games playing on televisions and walls filled with memorabilia of local sports teams. Luigi's Cafe is a dining room decorated to evoke the true atmosphere of Italy.

### **ECONOMIC IMPACT**

The facility will employ approximately 300 full- and part-time employees. The initial capital investment is over \$10 million. Four years were invested in the research, development, construction, and outfitting of the property.

According to the an economic impact analysis conducted by the Greater Omaha Chamber of Commerce, taking into account payroll, goods and services, and increased household spending, the total value of economic activity pushes \$100 million. The analysis used the IMPLAN Model.

Plans call for two new facilities to open each year over the next two to

three years in markets in major metropolitan areas in the upper Midwest.

Here's a fun fact about The Amazing Pizza Machine: It is almost the same size as the base of the Empire State Building! It has more rides and attractions and more square footage

than any other complex in a 200-mile radius. The complex is located at 13955 "S" Plaza at Millard Ave. and 139th St. For more information, call (402)964-9293; Web ([www.theamazingpizzamachine.com](http://www.theamazingpizzamachine.com)). ▲