



FEC of the Year Criteria

Award Description: The FEC of the Year award honors a Family Entertainment Center facility for overall excellence in guest service, guest experience, cleanliness, attractions including food and beverage (if applicable), theming, special events, commitment to safety and more.

Family Entertainment Centers (FECs) are activity-based permanent facilities catering primarily, although not exclusively, to families featuring a mix of attractions: arcade, redemption, and F&B, as well as other offerings such as go-karts, laser tag, bowling, roller skating, and more. Typically, there is no gated entry fee and activities are pay to play.

Note: Some FECs may not have food and beverage, party rooms, etc. Applicants will all be considered and will not be penalized if they do not have every offering listed below.

Award Criteria:

Facilities will be evaluated on the following:

1. Facility Walkthrough Video
2. *General Facility Exterior of Building/Entrance
3. *Main Signage
4. *Bathrooms
5. *Food Programs (including but not limited to: restaurants, order counters, bars/service bars, mobile ordering, variety of products, vending machines)
6. *Redemption Counter/Merchandise Display (including but not limited to: counters, display walls, additional fixturing)
7. *Party Rooms or Alternative Group/Event Offerings
8. *Revenue Generating Attractions (including but not limited to Arcade, Axe-throwing, Batting Cages, Bocce, Bowling, Bumper Cars, Challenge Rooms, Digital Darts, Escape Rooms, Go-Carts, Ice Skating, Laser Tag, Rock Climbing, Mini Golf, Roller Skating, Selfie/Photo Experiences, Water Parks, Walkthrough Experiences, VR/AR)
9. *Staff
10. Marketing (including TV, digital, or radio commercials, print advertisements, general flyers/brochures, promotional event flyers, social media, and supporting materials)





11. Cause-related marketing and how a facility adds social value to its community is a crucial judging criterion and a necessary component to be considered for both awards
12. Use of Technology - examples of how you are using technology in your day-to-day business
13. Sales Process - memberships, discounts, group packages
14. Safety and sustainability practices

Required Materials

- Company logo and signature image
- Images of **all** required* areas of consideration mentioned above, compiled and submitted in a powerpoint or PDF no longer than eight (8) pages, or a compilation video no longer than three (3) minutes
- A facility walkthrough video no longer than three(3) minutes
- Marketing materials (including TV, digital, or radio commercials, print advertisements, general flyers/brochures, promotional event flyers, social media, and any other supporting materials)
- Preparedness to answer questions about cause-related marketing(including project description and impact), use of technology(including in sales, guest interaction, and automation), and sales processes
- Images of cause-related marketing projects

