

iINTERGAME

News for the coin-op amusement, casino and i-gaming industries

AEM bucks the financial trend

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From the development of a 73,000sq.ft boutique bowling/luxury movie theater to an 11,000sq.ft FEC addition at an RV campground, Amusement Entertainment Management of the US has been busy this past year assisting new entertainment centres and existing locations to open their doors or bring their projects to successful completion.

At a time when lending institutions are more likely to turn away funding requests, AEM consultants Jerry Merola and Frank Seninsky have been assisting clients through the process of full market feasibility studies and business plan development that has directly resulted in the necessary financial support needed to get these projects off the ground.

In addition to feasibility studies and business plans, AEM's project development includes layout and design services for existing game zones to entire entertainment centres - from ground breaking to grand opening.

Paul Glantz of Emagine Entertainment said: "To take on a new business venture like this, you need someone on your team with intense knowledge of the industry. The experience and expertise AEM brought to the table was invaluable. This was critical when trying to obtain financing at a time when banks were not inclined to extend credit."

Emagine Star Lanes is a 73,000sq.ft, \$19m entertainment venue in Royal Oak, Michigan, that offers boutique bowling, pool tables, shuffleboard, a luxury 10-screen digital movie theatre, restaurants and two custom-themed bars.