

Inside view of the laser tag arena.

# Laser tag

## in Louisiana



After the renovation of Laser Tag of Baton Rouge.

**D**avor and Patricia Franicevich, Owners of Laser Tag of Baton Rouge and Laser Tag & Games in Metairie, La., understand the need to reinvest in their businesses. In February 2011, five years after Hurricane Katrina destroyed Laser Tag & Games of Metairie, the 26,000-square-foot center reopened its doors (across the street from its original location).

In addition to a multi-level, 7,500-square-foot laser tag arena, the center now includes a 3,000-square-foot game zone, Roller Ball Mini-Bowling, Spin Zone Bumper Cars, and a Lazer Frenzy Laser Maze.

A major upgrade to the Metairie location was the redesigned arcade. The owners also took the opportunity to move from a revenue share system for the games to purchasing and owning them. The business saw an immediate and dramatic increase in game rev-

enue. With the success in Metairie, Davor immediately began the process of renovating Laser Tag of Baton Rouge, realizing that it was time to take this center to the next level.

Laser Tag of Baton Rouge opened in May 2005, just a few months before Hurricane Katrina. It is a 21,000-square-foot center with a 7,000-square-foot, multi-level laser tag arena. Like the Metairie center, the arena was designed and constructed like the original Alpha Photon arenas. There are currently 24 crewmembers and five managers who operate the center.

During Katrina, the Baton Rouge center became a temporary home and safe haven for friends and family from Metairie and surrounding areas as they

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New redemption counter at Laser Tag of Baton Rouge.



waited out the storm and temporary evacuation from their homes.

Twenty-eight individuals called Laser Tag of Baton Rouge home at various times during a two-week period. They all found a place to sleep and a meal waiting when needed. The center also became a location for misplaced friends and families to receive mail and other items.

Jonathan Saunders, General Manager of Laser Tag of Baton Rouge and one of the original crewmembers who came to Baton Rouge from the Metairie location, spoke very highly of Davor and Patricia.

"We (the crew) are all family," Saunders said. "I can't imagine better people to work for. Davor and Patricia open their home, arms, and family to everyone. They also show an amazing amount of support and respect for their employees and are willing to invest in

the business to keep it growing and make it a better place for the staff and the customers."

Laser Tag of Baton Rouge went through a half million dollar renovation starting in 2011 that included network-



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ing for a new swipe card system, new lighting, adding new Laserforce P.O.D.S. (Phaser Observation Deck Stations) to the arena, a complete interior and exterior refurbishing, and a new game zone.

Davor worked with Amusement Entertainment Management (AEM) and Alpha-Omega Sales to design the new area, add a new redemption prize center, and pick the right mix of 32 video and redemption games.

Davor believes that you need to push your laser tag center to the highest degree possible for the best entertainment value. He feels they have achieved this through using the best laser tag equipment; adding services like birthday parties, group events, and team building; keeping the center clean; and investing in paint and upgrades as often as needed. "We have an image of sophistication that is hard to beat anywhere in the area," exclaimed Davor.

According to Saunders, they are already discussing future changes to Laser Tag of Baton Rouge that would utilize currently wasted space and allow for an expansion to the game zone. "Our customers appreciate the effort we put into making our centers the best that they can be."

For more information on Laser Tag and Games of Metairie, visit ([www.ltag.com](http://www.ltag.com)); for Laser Tag of Baton Rouge, visit ([www.ltofbr.com](http://www.ltofbr.com)). ▲