

Rolling Into a 50-Year Legacy

How Skate World in Lakeland, FL has thrived for 50 years with an unwavering commitment to continuous improvement



Company Overview

Skate World, a cherished family-owned skating-based entertainment center spanning 15,000 square feet in Lakeland, Florida, has been a dedicated destination for fun serving the Lakeland community for 50 years. Led by third-generation owner-operator Chanel Bellotto, Skate World is dedicated to fostering a sense of faith, family, and friendship in every guest experience.

Operated solely by Chanel's father, Adonis Dedes, Skate World was in his caring, capable hands for over 30 years. Then, in 2007, tragedy struck and Adonis passed away suddenly, leaving the team without their leader. But Chanel couldn't let the community, or the many planned summer camps, down. Little did she know at the time that after that summer, Chanel would leave her life in Washington, DC behind, permanently taking the reins of Skate World's leadership and maintaining its status as a community icon. But they're not just skating by on their history.

1 **Unclear Financial Data**

2 **Unintegrated Solutions**

3 **Inefficient Inventory**

Quick About

- **Number of locations with CenterEdge:**
1 Location
- **Number of years with CenterEdge:**
2 Years
- **CenterEdge solutions they use:**
The full Advantage Suite plus CenterEdge Payments and Dual Pricing.
- **Favorite tool within CenterEdge:**
Advantage Inventory, Advantage Reporting

The Problem

A facility that's been in business for over 30 years may not have what it needs to stay competitive in an evolving entertainment marketplace. Chanel knew the facility would need to upgrade both the physical space and several operational practices.

Over time, the team recognized a significant need to gain a better understanding of revenue and costs. They learned the absence of integration between their event booking solution and point of sale led to time-consuming processes, rework, and incomplete reporting. Follow that with the crucial need to reduce waste and maintain accurate inventory, and it was time for a system overhaul. Soon they were recommended by industry experts Cindy and Jim Anderson to explore CenterEdge.

The Solution

In 2022, Chanel and the team dove head-first into the data and inventory management power of CenterEdge. Advantage Sales and Advantage Events were introduced to streamline event sales and scheduling, and Advantage Inventory was implemented to track attraction, retail, and food and beverage inventory comprehensively. Seeing the value of integrations between all the systems that touch the revenue in their facility, they also deployed CenterEdge Payments for a complete end-to-end solution for all the income, sales, and payments within their facility.

After initial successes with CenterEdge Payments and the desire to further offset credit card processing costs, Chanel became an early adopter of CenterEdge's latest cost-saving program, Dual Pricing.

Results

By all accounts, Chanel will tell you that the results of these implementations have been transformative. Blending online booking with the on-premise point of sale allowed them to avoid overbooking between online and onsite event sales. But perhaps most importantly, it opened up a new avenue of data collection. With the robust capabilities of CenterEdge's ready-made and ad hoc sales and inventory reporting, they could understand sales, revenue, and tax liabilities in a way they never had before.

Further, this savvy operator wanted to get even more accurate with tracking their cost of goods, and she smartly adopted total usage of Advantage Inventory. In addition to food and beverage recipes, they also track things used to deliver food and beverage items, like cups, lids, straws, and so on, ensuring they maintain a precise handle on product usage, simplify ordering processes, and reduce loss and waste.



Full Advantage Suite

Began Leveraging Advantage Sales and Advantage Events



CenterEdge Payments

Adopted CenterEdge Payments to reduce costs.



Dual Pricing

Implemented Dual Pricing with CenterEdge Payments

96%

96% Savings on credit card processing costs

Simplified ordering and reduced waste

Accurate and complete sales reporting

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As a beta tester, Chanel helped shape the new program to meet the needs of a busy entertainment venue while realizing a savings of 96%, on average.

Conclusion

Equipped with a terrific team and a generous spirit the late Mr. Dedes would no doubt be proud of, the Skate World team continues to build upon the mission to “create memorable experiences for all ages by providing a safe, clean, and fun facility for families and friends to enjoy!”

With the help of their improvements in operational efficiency and a firm handle on costs, the Skate World team is in the best position possible to keep investing in their community and staying true to their family’s legacy.



CenterEdge is a fully configurable software solution that empowers the world’s top FECs and startups to orchestrate successful, scalable operations.

Contact us today to see how we can help your facility.

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