Arcade Reboot: Using Nostalgia Marketing to Fund a Passion Project

Jen Riemenschneider
Arcade reboot: Using nostalgia marketing to fund a passion project

Two Bit Game Room Strategic Communication Plan

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MCOM 695: Thesis

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Disclosure: I am the co-owner of the Two Bit Game Room, along with my husband, Peter Riemenschneider. Throughout the document, I will refer to us as “the owners” or Pete or Jen.

Background:
The Two Bit Game Room (TBGR) is a family-run business located in downtown St. Paul near the State Capitol Complex. It has been open to the public for two years. TBGR opened during the second round of COVID-related business restrictions and while state-wide mask mandates were in effect.

It features 70 classic arcade games, pinball, an extensive collection of 80s and early 90s memorabilia, classic and video game-themed board games, various gaming areas, seating and dining areas, seasonal decorations, and an impressive light show on the warehouse ceiling.

Product or Service:
The TBGR is a free-play arcade where guests pay a fixed admission fee and can play as many classic arcade games as they like. They can come in alone or in small groups by scheduling an appointment or can reserve the entire space for a private event. St. Paul fire code allows up to 60 guests in the space, but owners cap party rentals at groups of 40 people, which provides a buffer in case more guests than expected arrive.

Open game nights, where guests can come without a reservation, have been getting more customers. The highest turnout was in January 2024 with 42 guests, but open hours can also lead to just a few or no guests. Regular reservations can mean opening up for just two people. Private events are a fixed cost with guaranteed income. In the past 12 months (Feb 2023-Jan 2024), TBGR held 50 private events, an average of 04 per month. Some events held include retirement parties, birthday parties, baby showers, guys' nights out, and office/team-building events.

The TBGR does not sell food, but offers free popcorn and a vintage Pepsi machine with sodas for purchase. Customers who book parties can bring prepared food and soft drinks for their guests. The TBGR has a large refrigerator, small prep space, tables for serving food, and outlets for crock pots. It does not have a kitchen with a sink for food prep, so food must arrive ready to serve. Customers often bring in soft drinks and have food delivered from local restaurants and national chains. Some groups have held pot-luck-style meals.

For eight years before the Two Bit Game Room opened, the owners have operated Rent My Arcade (RMA), which rents classic arcade games to homes and businesses. Some customers rent long-term by the month or even more than a year. Some rent for short-term events. Both businesses are currently operating, with the rentals from RMA helping to subsidize the overhead costs of the Two Bit Game Room.
RMA rents games to homes and businesses. Monthly rental is $75/month while short-term event rental is double that amount, due to time constraints for event delivery. The owners have limits for delivery that include a maximum of three steps (arcade games are very heavy and bulky) and ample room to maneuver the game and dolly. The price point means that customers who rent monthly often keep the game for several months, even close to a year. This subscription service is a great way to generate regular income that does not require a lot of work.

**Promotions:** The owners have used earned media, Facebook and Google to promote the business. Prominent feature stories in the Pioneer Press and on Twin Cities Live (TCL) resulted in increased traffic and inquiries. The owners receive an uptick in social media engagements when they repost the TCL segment.

**The External Environment:** Customers love the Two Bit Game Room (TBGR) once they step inside. Event guests rave about the space, including the layout, cleanliness, brightness of the party space and unique zones and seating areas.

TBGR is affordable, with admission only $10 per person for three hours of free play. The 6000-square-foot venue can also be rented for private parties for $250 for two hours. TBGR does not have a kitchen but does offer a large refrigerator, serving space for food and beverages, and tables and chairs for eating, making it easy for catered or prepared food to be served to guests.

The Two Bit Game Room is located in the Frogtown Area of St. Paul, which despite being blocks from the State Capitol and less than a mile from the prosperous Summit Avenue/Cathedral Hill neighborhood, it is not uncommon to see drug sales and use, homeless individuals, and closed businesses. The TBGR is not something people will “discover” while out dining at neighborhood restaurants or visiting local businesses. It is located on a major street, but the façade does not reflect the inside of the building, so potential customers driving by are unlikely to be motivated to visit.

Property and business insurance fees and taxes are high, as are energy bills since it takes a lot of electricity to operate classic arcade games, and cooling and heating a warehouse is also expensive. Building repairs are also costly. A recent leak from pipes above the arcade was an unexpected cost. The front windows are easily broken and the vendor has indicated they may not be able to continue replacing them unless an update to the façade is made. Paint on the exterior of the building is peeling and should be updated. Customers noted that it was difficult to find the building and its parking lot. Additional signage and parking lot improvements could help this situation.

**The Industry:** Nostalgia marketing can be lucrative. According to Carroll (2023), nostalgia marketing is a powerful tool that can spur consumers to spend money on brands that evoke nostalgia. Timing is important in nostalgia marketing. The careful product re-introduction cycle gives enough time for the children who experienced the memories to now become adults with purchasing power.
Arcade concepts like TBGR and RMA are popular among Boomers and Gen X, who grew up spending time in arcades and playing video games. Arcades also appeal to younger generations who see the games and memorabilia as retro or vintage.

There are arcade enthusiasts who seek out these experiences when they visit different cities. Current customers interviewed indicate that they found TBGR through Google when searching for local arcades.

**Competition:** TBGR is not the only arcade concept in the market. Local competition includes The Up Down Bar in Uptown Minneapolis, Dave and Busters in Edina, and Can Can Wonderland and Starcade in St. Paul. All of the competitors have liquor licenses and serve some kind of food and/or offer kitchen facilities.

TBGR does not have a liquor license and owners are not interested in pursuing this option. Event planners who want to serve alcohol to guests must book elsewhere. Some guests have commented on how they like that it isn’t a bar.

Two Bit Game Room is more affordable than the competition, both for general admission and party rentals. Its business model is different than the competition. It is open by appointment only, either for individuals or small groups who make an appointment online or book the space for an event.

**Competitor cost breakdown**:  

<table>
<thead>
<tr>
<th>Venue</th>
<th>Admission</th>
<th>Party Rental</th>
</tr>
</thead>
<tbody>
<tr>
<td>TBGR</td>
<td>$10</td>
<td>$250/2 hours, entire space, up to 40 people</td>
</tr>
<tr>
<td>Can Can Wonderland</td>
<td>$11 M-Th, $14 F-S, mini golf extra</td>
<td>$10/person for 2 hours</td>
</tr>
<tr>
<td>Starcade</td>
<td>$15</td>
<td>$600 for 2 hours, plus $10/per person</td>
</tr>
<tr>
<td>Dave and Busters</td>
<td>No admission, pay per game played</td>
<td>$35 per person, before tax and gratuity. Shared space.</td>
</tr>
<tr>
<td>Up Down</td>
<td>No admission, pay per game played</td>
<td>Events only held before 3 p.m. M-F, when the bar is not open.</td>
</tr>
</tbody>
</table>

*Prices were gathered from company websites on 3/15/2024

**Stakeholder Research:** Customers always comment on the cleanliness of the space, love the layout, and appreciate that all games are in working order, which is not necessarily the case with competitors. Event organizers surveyed indicated that affordability and ease of bringing in food and soft drinks were key in choosing to book at TBGR. Several noted that it can be hard to find the building and the parking lot. They also recognized that the neighborhood can be a deterrent for some folks. Customers interviewed said they were not worried and most “city people” are comfortable visiting the location.
Customers are finding TBGR on Google when searching for arcade experiences or via referrals. Anecdotally, many events result in at least one future booking or inquiry. The ideal demographics are adults or older teens who are interested in arcade or video games.

Customers who booked parties also reported that they chose the TBGR since it has “something for everyone,” even people who don’t care for games. The indoor entrance of the TBGR is bright and inviting, with several seating areas.

The low cost and flexible, open space has led to kids’ parties being booked. The TBGR is not ideal for kids under 13, since the classic games don’t hold their attention and can break if not used properly. Young kids also get bored and end up playing hide and seek or running around, which is dangerous and could lead to injuries.

**Internal environment:** TBGR is a family-run passion project and business. Primary employees are the owners and their son. Peter Riemenschneider, a co-owner and video game enthusiast, manages all day-to-day operations, scheduling, social media, maintenance, and other work. Jen Riemenschneider, a co-owner, provides sweat equity as needed and financial and public relations support. The owners have full-time jobs. Peter Riemenschneider’s job is fully remote and works most days at the TBGR, which allows him to be open for customers during the day.

At first, the owners were comfortable with the relatively slow pace of growth as they adjusted to juggling the business alongside careers and other responsibilities. They now have the structure in place to grow party rentals, especially with an additional family member to staff the events.

Emmett Riemenschneider is the only paid employee. He is a junior in high school and works when he has time and when there is work to be done. Responsibilities include opening/closing the arcade for parties and/or guests with appointments. Operating the TBGR includes checking guests in, ensuring games are operational, popcorn is made, and the TBGR is clean.

The arcade also features “Jonesy,” the resident arcade cat, named after the cat in the Alien Movie franchise. Some people come just to pet the cat. He is very friendly and even tolerates being carried around by guests. If customers are allergic or just don’t want a cat hanging around, Jonesy goes to the back office.

**Resources:** TBGR has customer contact information. Owners use the Square app to accept payment and schedule appointments. The service agreement with Square states that the business cannot solicit customers using information obtained through the app. RMA has more information on customers. Owners do not push notifications out to either group, choosing to communicate via social media. They are not opposed to adopting this strategy.
TBGR has just under 1,000 followers on Facebook. The owners use Facebook events to promote open game nights. Posts that feature retro/unique video games or memorabilia (and Jonesy) earn more engagement than other posts. The Instagram account has 161 followers. Posts get double-digit engagement, with posts featuring videos of Jonesy securing many more likes than posts featuring only games.

RMA Instagram and Facebook accounts have fewer followers than TBGR, with low double-digit engagement on most posts.

Separate landing pages, twobitgameroom.com and rentmyarcade.com take customers to a shared website where customers can learn about the businesses, make a reservation for TBGR, or submit an inquiry for game rentals at their home or business.

SWOT:
**Situation Analysis:**

The Two Bit Game Room is a passion project for the Riemenschneider Family and must cover costs to continue operating. Feedback from guests is overwhelmingly positive. They love the affordable price, unique and inviting space, 80s and 90s memorabilia, and opportunity to bring family and friends together in a space that appeals to people ranging in age from 12-65.

Current marketing is limited to social media, a small amount of paid digital ads, referrals, word of mouth, and a few earned media pieces. Two years in, the owners have figured out a good balance between managing the TBGR and their full-time jobs and would like to increase revenue to cover costs. Energy, tax, and insurance bills keep rising. Unexpected maintenance or repair costs could put the business and the family’s financial security at risk. Event rentals are the most efficient way to increase revenue, with a fixed rate and time commitment planned in advance. Increasing event rentals can cover costs and build a savings reserve to allow the TBGR to continue operating.

**Core Problem:**

The Two Bit Game Room needs to increase revenue to continue to cover overhead costs and operate as a passion project of sharing classic arcade games and 80s nostalgia.

**Goal and Objectives:**

**Goal:**
Increase revenue for the Two Bit Game Room through event rentals by customers age 16 and up.

**Objectives:**
- Create a marketing campaign that uses nostalgia to appeal to potential customers age 16 and up, increasing the average private event rentals from 4 to 8 per month.

- Develop a customer communication plan using e-mail marketing to promote open game nights and the opportunity to host private events. Implement the plan by September 2024, with at least one message sent per month.

- Create an earned media plan that results in at least two stories highlighting the Two Bit Game Room by October 2024.

- Propose affordable options to add signage and/or improve the building façade to increase visibility and enhance guest experience. Propose options for consideration by July 2024.
Leverage nostalgia/vintage marketing to appeal to the key publics noted below and use the concept of “reboot” in marketing efforts. Digital ads (static, multi-photo, and Reels) will be created showing guests using the different elements of the arcade – not just the classic arcade games, but images of people interacting with others. This includes playing console games around the 80s TV, playing board games, Rock Band challenge, and other spaces.

Versions could include all of some of these taglines, with at least one image that represents the topic:

Reboot the Office Party
Reboot Date Night
Reboot Family Time
Reboot the Family Party

Conceptual imagery is below, but it is recommended to hire a professional photographer/videographer to capture visually appealing action shots and images of the Two Bit Game Room.

Social media posts would have copy for targeted key publics.

Click to view sample video that could be used as an Instagram or Facebook Reel or run as a digital ad.
Klapper’s concepts of selective exposure, selective perception, and selective retention as described by Wilson (2021), will be used to design the tactics. Knowing that people tailor their information feeds and that we won’t be working with a huge budget, I will research the best ways to meet our key publics where they are and with information that will appeal to them.
Key Publics:

- Urban Gen-X men and women. They live in or near Minneapolis and St. Paul and are late 40s to early 60s and are upper middle and middle class. 80s and 90s nostalgia may appeal to them. They are the new sandwich generation with kids who are young adults and aging parents. Some may be planning for retirement in the not-too-distant future.
  - Self-interests: Enjoy 80s/90s nostalgia from their childhood. Looking for new things to do with friends and family, looking for places to host small gatherings for family parties, retirement parties, work events.
  - Opinion Leaders: Peers, family, trusted media personalities
  - Channels: Many are still on Facebook, but some have sworn off social media. Podcasts or targeted digital outreach. Older Gen-Xers still consume traditional media, so earned media placements could reach this group.

- Video Game Enthusiasts – men and women (skewed towards men) who are specifically looking for this type of experience and will travel outside their normal comfort zone to visit. Can live in MSP city or suburbs, but willing to travel to the city areas. Can be as young as millennials who consider 80s games ‘vintage’ to Gen X and young Boomers who view arcades as nostalgic.
  - Self-interests: venues to play unique and classic arcade games, gather with friends
  - Opinion Leaders: peers, influencers
  - Channels: social media special interest groups, digital outlets, Google SEO
Message Design, Strategies, and Tactics

Urban Gen-X Men and Women Message Design

Primary Message: Enjoy retro arcade fun at the Two-Bit Game Room.

Secondary Messages:
- The Two-Bit Game Room is a fun, affordable venue for your next event.
- Bring the joy of a retro 80s arcade fun to your next family gathering, office party or event. It is a unique space and has something for everyone with 50 classic arcade games, pinball, 80s-themed board games, console games and space to serve and eat food and soft drinks.
- The Two Bit Game Room is a great location for a retirement party or birthday party venue for Gen-Xers with classic arcade games from their youth, space to serve food and soft drinks and plenty of space for guests to visit.
- The Two Bit Game Room is a fun, affordable, and centrally-located venue for your next office party.

Urban Gen-X Men and Women Message Delivery

Strategy one: Raise awareness about the Two Bit Game Room through an earned media campaign.

Tactics:
- Research reporters who may be interested in writing or producing stories about the Two Bit Game Room. Consider those who cover small businesses, recreation and retro/feature topics. Research publications that have “best of” lists.
- Create a media kit including fact sheet, basic media pitch, images that can be used by media. Identify upcoming open game nights in case media are interested in covering when guests are on site.
- Conduct message training for Peter Riemenschneider prior to pitching media.
- Pitch media on the list and manage media requests.
- Amplify all earned media placements on Two Bit Game Room social media accounts.

Strategy two: Raise awareness through earned and paid social and digital media campaign.

Tactics:
- Create a social media campaign. Plan budget and timeline for paid campaign for Facebook.
Strategy three: Build relationships with Two Bit Game Room and Rent My Arcade customers and event guests.

Tactics:
- Compile list of current customer e-mail addresses. Create message about Two Bit Game Room and offer customers the option to opt in to notifications about open game nights and special opportunities.
- Create editorial calendar of messages to e-mail to customers in the database, including Father’s Day, end-of-year office parties, family reunions, graduations, etc. Organic and paid social content should align with these messages.
- Create in-store marketing pieces promoting the use of Two Bit Game Room for event rental. Include QR code with link to reservation website. Create handout with details about event rental.

Strategy four: Improve customer experience and raise the profile of Two Bit Game Room by making improvements to building exterior and ensuring customers can easily find the building.

Tactics:
- Research funding opportunities with the local small business/neighborhood improvement association. Apply for funds that allow for improved lighting, fresh paint and other exterior improvements.
- Add more visible signs that direct guests to the parking lot.
- Consider window cling or other treatments in the front of the store.
- Add a visual of the building and parking on the website and in pre-event directions to event hosts and people who make reservations. Suggest that hosts share with their guests prior to the party.

Video Game Enthusiasts Message Design

Primary Message: Two Bit Game Room is a must-see arcade destination

Secondary Messages:
- The Two Bit Game Room is a fun, affordable place to enjoy the games you love.
- Tired of loud arcade bars? The Two Bit Game Room is a unique collection of all things 80s and has something for everyone with 70 classic arcade games, pinball, 80s-themed board games, console games and space to serve and eat food and soft drinks.
Video Game Enthusiasts Message Delivery

Strategy one: Raise Awareness through paid and organic social and digital media campaign and search engine optimization.

**Tactics:**
- Create social media assets. Plan budget and timeline for paid campaign to reach younger arcade/video game enthusiasts.
- Research and implement Google SEO optimization to ensure arcade enthusiasts find Two Bit Game Room when they search for options.

Tactics for Gen-X group including messaging calendar, earned media, and building exterior improvements will also reach this key public. Copy and images would need to be adjusted to appeal to this group.
Implementation

Pete and Jen currently manage the marketing communications efforts for Two Bit Game Room and have the capability to take on most of this work with the help of subscription-based services and other resources. They both work in communications. Pete is an e-communications manager, building and managing e-mail marketing campaigns for a major corporation in the Twin Cities. Jen is a vice president of communications, leading staff who implement earned and social media efforts for the Midwest Region of a national nonprofit organization.

Marcomm Tools
Subscription-based services will allow the Two Bit Game Room to operate an effective and professional marketing communications campaign for a relatively low cost. Canva Pro will allow the company to create professional-looking social media and marketing assets. Hootsuite provides tools to schedule, track, and analyze paid and organic social media. It will also help TBGR reach its target audiences through paid campaign targeting. Hubspot is an e-mail marketing software that can build and manage e-communications with customers. TBGR can use the monthly messages to promote new games and upcoming open game nights and remind existing customers about the opportunity to host an event.

Pete already has a basic understanding of SEO optimization but can build on his current skills by taking a course through Google. This will allow the TBGR to be found by video game enthusiasts.

Jen will not use Cision or Meltwater to build a media list as the subscriptions are cost-prohibitive. Given that the media list is limited to the Twin Cities area, Jen can build the list using media outlet websites, St. Paul and Minnesota tourism sites, and by monitoring local media to determine who might be interested in producing a story about the Two Bit Game Room. Jen has created and conducted media trainings during her career and for Pete for a previous TBGR earned media effort. She can build on that work to prepare for this upcoming campaign.

Exterior Building Improvements
Banner Buzz is an online source for affordable customized signage. Large window clings with TBGR logos can dress up the exterior. TBGR should also increase the size and quantity of signs that direct customers to the parking lot. Pete can install the signage as needed.

The City of St Paul has opened applications for Neighborhood STAR Grants, which award funding for capital improvement projects in St. Paul neighborhoods. Improving the façade and safety of the building falls within the priorities of the grant program and could provide up to $50,000 in funding. Jen and Pete should look at getting bids for increased lighting and upgrades to the façade which could include paint, awnings.
and/or windows that will be stronger, more energy efficient, and make the outside of the building more inviting. If they do not secure a grant, the window clings and parking signs will suffice for now.

Timing
An eight-month timeframe is outlined to build and launch this campaign. According to TBGR sales records, summer months have been a slower time for party rentals at the venue. That time can be used to build the campaign and be ready to launch in late September once the Back-to-School media coverage has died down. This creates an opportunity to be top-of-mind as people look for indoor venues as the weather cools and begin to plan holiday and family gatherings for late fall and early winter. It should be noted that it is a presidential election year, with a contentious race expected. The TBGR should monitor earned and social media coverage and sentiment and determine if any changes or pauses to the campaign are needed.

The time outlined for this campaign is estimated at 698 hours, which is roughly 20 hours per week between Jen and Pete over eight months. This is the equivalent of a part-time job. This is a big lift for people with full-time jobs, but is in line with the time people dedicate to passion projects.
**Calendar**

**Key Publics: Urban Gen-X Men and Women**

**Strategy one:** Raise awareness about the Two Bit Game Room through an earned media campaign.

<table>
<thead>
<tr>
<th>May/Jun</th>
<th>Jul/Aug</th>
<th>Sept</th>
<th>Oct</th>
<th>Nov</th>
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<tbody>
<tr>
<td>Tactis:</td>
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<td>1 2 3 4</td>
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<tr>
<td>Research media opportunities and reporters to target</td>
<td>X X</td>
<td>X X</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Monitor media for pitch opportunities</td>
<td>X X X</td>
<td>X X X</td>
<td>X X X</td>
<td>X X X</td>
<td>X X X</td>
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<tr>
<td>Create media kit</td>
<td>X X</td>
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<tr>
<td>Conduct media training</td>
<td>X X</td>
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<tr>
<td>Pitch media</td>
<td>X X X</td>
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<tr>
<td>Amplify media placements on social</td>
<td>X X X</td>
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**Strategy two:** Raise Awareness through organic and paid social and digital media campaign

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<tr>
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<tr>
<td>Create social media assets</td>
<td>X X</td>
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<tr>
<td>Paid campaign on Facebook</td>
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<td>X X</td>
<td>X X</td>
<td>X X</td>
<td></td>
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<tr>
<td>Paid campaign on tourism sites</td>
<td>X X</td>
<td>X X</td>
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**Strategy three:** Build relationships with Two Bit Game Room and Rent My Arcade customers and event guests.

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<tbody>
<tr>
<td>Research and choose e-mail marketing software</td>
<td>X X</td>
<td></td>
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<tr>
<td>Create editorial calendar for e-mail messages</td>
<td>X X</td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>Send e-mail messages to customers</td>
<td>X X X</td>
<td>X X X</td>
<td>X X X</td>
<td></td>
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<tr>
<td>Create in-store marketing materials and promotional materials for customers</td>
<td>X X X</td>
<td>X X X</td>
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</tbody>
</table>
**Strategy four:** Improve customer experience and raise the profile of Two Bit Game Room by making improvements to the building exterior and ensuring customers can easily find the building.

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<thead>
<tr>
<th></th>
<th>May/Jun</th>
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<th>Sept</th>
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<tr>
<td><strong>Tactics:</strong></td>
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<td>1 2 3 4</td>
<td>1 2 3 4</td>
<td>1 2 3 4</td>
<td>1 2 3 4</td>
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<tr>
<td>Apply for Neighborhood STAR Grant</td>
<td>X X</td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>If grant is approved, make plans for implementation</td>
<td></td>
<td></td>
<td>X X</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Create and install window clings</td>
<td>X X</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Create and install signage to direct customers to parking</td>
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<td>X X</td>
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**Key Public: Video Game Enthusiasts**

**Strategy one:** Raise awareness through paid and organic social and digital media campaign and search engine optimization

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<thead>
<tr>
<th></th>
<th>May/Jun</th>
<th>Jul/Aug</th>
<th>Sept</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tactics:</strong></td>
<td>1 2 3 4</td>
<td>1 2 3 4</td>
<td>1 2 3 4</td>
<td>1 2 3 4</td>
<td>1 2 3 4</td>
<td>1 2 3 4</td>
</tr>
<tr>
<td>Create social media assets using campaign theme</td>
<td></td>
<td></td>
<td>X X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Research target audience using HootSuite.</td>
<td></td>
<td></td>
<td>X X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Research and implement Google SEO optimization</td>
<td>X</td>
<td>X X</td>
<td>X X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>
## Budget and time investments

All hourly estimates are “donated” time since this is a passion project for the family.

<table>
<thead>
<tr>
<th>Project</th>
<th>Detail</th>
<th>Time/hrs</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research media opportunities and reporters to target</td>
<td>Jen will research</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Create media kit</td>
<td>Jen will create. Design work will be done in Canva. Canva Pro membership for one year.</td>
<td>25</td>
<td>$120</td>
</tr>
<tr>
<td>Conduct media training</td>
<td>Jen will create and conduct media training with Pete, who is the main spokesperson</td>
<td>40</td>
<td></td>
</tr>
<tr>
<td>Media monitoring</td>
<td>Jen will provide. Approx two hours each week</td>
<td>70</td>
<td></td>
</tr>
<tr>
<td>Pitch media</td>
<td>Jen will provide these services</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>Amplify media placements on social.</td>
<td>Pete will manage this. Hootsuite professional plan for 8 months</td>
<td>15</td>
<td>$600</td>
</tr>
<tr>
<td>Create social media assets</td>
<td>Jen will create using Canva</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>Analyze current and potential audience reach for social media</td>
<td>Learn Hootsuite in 10 hours. 4 hours weekly to manage, analyze</td>
<td>148</td>
<td></td>
</tr>
<tr>
<td>Paid campaign on Facebook</td>
<td>Pete will do this through Hootsuite</td>
<td>20</td>
<td>$500</td>
</tr>
<tr>
<td>Research and choose e-mail marketing software</td>
<td>Pete will build and manage e-mails using a software designed for small businesses. $65/mo for a year. 20 hours to set up lists and templates. Two hours per message to send.</td>
<td>28</td>
<td>$780</td>
</tr>
<tr>
<td>Create an editorial calendar for e-mail messages</td>
<td>Pete and Jen will create this and write copy. Three hours x 4 months</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Create in-store marketing materials and promotional material for customers</td>
<td>Pete and Jen will create and design using Canva Pro subscription. Will print signs and some giveaway items. Budget for printing.</td>
<td></td>
<td>$600</td>
</tr>
<tr>
<td>Apply for Neighborhood STAR grant</td>
<td>Application fee for grant. 30 hours to gather bids and build application</td>
<td>30</td>
<td>$175</td>
</tr>
<tr>
<td>Create and install window clings</td>
<td>$26/each for 20. Order from Banner Buzz and design in Canva</td>
<td>10</td>
<td>$260</td>
</tr>
<tr>
<td>Create and install signage to direct customers to parking</td>
<td>Directional signage from Banner Buzz. Create in Canva.</td>
<td>5</td>
<td>$300</td>
</tr>
<tr>
<td>Create social media assets using campaign theme</td>
<td>Jen will create in Canva. Pete will schedule in Hootsuite.</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Research and implement Google SEO optimization</td>
<td>Google offers a certificate program that focuses on SEO and is estimated to take six months to complete at 10 hours per week.</td>
<td>240</td>
<td>$300</td>
</tr>
</tbody>
</table>

Total: 698 hrs. $3,635
**Evaluation**

The ultimate goal of this campaign is to increase revenue through bookings of parties for people age 16 and up. The evaluation methods will tell us if we have achieved or made progress toward our goal. It may be helpful to find a free project management software program to track these items. It would also be helpful each month to look at open rates, earned media placements, and social media campaigns and track those against event bookings and attendance at open games nights to determine if patterns or trends are apparent. This will help to shape communications efforts in the future.

**Objective 1:** Create a marketing campaign that uses nostalgia to appeal to potential customers age 16 and up, increasing the average private event rentals from 4 to 8 per month.

**Evaluation:**
- Use sales data to evaluate the number of private event rentals with customers in the target market. TBGR uses Square to track and manage sales. Add a notation to events to indicate the type of event, with two categories, kids and adults. Add the number of kid and adult events each month to determine if we are on track to meet the goal of 8 rentals in our target market group per month.

**Objective 2:** Develop a customer communication plan using e-mail marketing to promote open game nights and the opportunity to host private events. Implement the plan by September 2024, with at least one message sent per month.

**Evaluation:**
- Once we create the plan and draft the first e-communication message, we will convene a focus group including a cross-section of customers from our key publics. We will gather feedback on the proposed content and frequency and make adjustments accordingly. Some questions to ask would be: How far in advance would you want to know about open game nights or special events? Do you have events coming up that you would consider hosting at the TBGR? How often do you want to hear from the TBGR?
- We will use analytics from the e-mail marketing service to determine if messages are successfully sent to the customer list as scheduled. TBGR should also monitor and track open rates each month to establish a baseline. This can also be done through the e-mail marketing software.
Objective 3: Create an earned media plan that results in at least two stories highlighting the Two Bit Game Room by October 2024.

Evaluation:
- To determine if we have achieved the goal, we will track and count media placements each month.
- Jen and Pete will evaluate each placement for inclusion of key messages and positive sentiment. Placements that include key messages and represent the TBGR in a positive light will be amplified on social media and shared through customer communications plan.
- Jen and Pete will track impact of media placements by reviewing timing of placements and amplification against new event bookings and reservations.

Objective 4: Propose affordable options to add signage and/or improve the building façade to increase visibility and enhance guest experience. Propose options for consideration by July 2024.

Evaluation:
- We will confirm progress toward this goal by inspecting the exterior of the building to ensure signage is placed. If the Neighborhood STAR Grant is approved, we will create a timeline and calendar to execute the project before December 2024.
- Once new signage is placed we will ask customers about their experience as they enter the building. The question we will ask is: “Was it easy to find the building and parking lot?” If they say no, we will inquire about their experience, thank them for their feedback, and record any feedback for consideration.
- If the STAR grant is funded, we will promote improvements on our social media accounts and through our customer communications plan. We can include a survey in the e-communications about the improvements and ask customers what else they might like to see in the future.
Appendix A: Secondary Research

References


Santora, J (2023). Average E-mail Open Rates By Industry. Influencer Marketing Hub. Average Email Open Rates by Industry 2024 (influencermarketinghub.com)

Appendix B: Primary Research, Owner Interview

Interview with: Peter Riemenschneider
Interviewed in person on 2/20/24

What is your schedule?
We are open by appointment, typically M-F from 10-5, though I am flexible for people who reach out in advance. We can do parties any time, again with advance notice. Those are typically on the weekends or evenings. My regular job is fully remote so I work from the arcade on most days. It is easy to open up for a group or event for one or two people.

Is it worth it to open for 1 or 2 people?
It is. I do this because I love it. One of my best customers started out as a group of two. He’s now booked several parties and has rented games through our other business for a party at his house.

When do you see an increase in event rental requests?
When I re-post the Twin Cities Live media segment, I get multiple requests for information about parties and some bookings. I also get inquiries at events from other guests.

What are some of the major costs with running the arcade?
Mortgage, property taxes, business insurance, building maintenance, security, energy bills, paying our one employee. I am also a collector so I continuously look for new games and memorabilia, there are costs for game repairs and parts, etc.

How does Two Bit Game Room cover costs?
Income from the TBGR helps, but Rent My Arcade (Rentals to homes and businesses) and our other businesses help to cover the costs of the arcade.

I’d rather not give specific numbers, but we mostly cover our costs. Unexpected expenses can put us behind.

What kind of unexpected expenses do you have?
We had a broken pipe that leaked all over our party space. It needed to be replaced and we had to fix the ceiling. I found a security risk on the side of our building so added cameras and am having iron stanchions installed. Each of these repairs is several thousand dollars we hadn’t planned on spending.

What projects would you like to do?
We might need to make a major investment in the front windows. They get broken easily, usually accidentally. The window frames are very old and replacing window panels is expensive and difficult for the vendor. They have indicated to me that they might not be able to continue doing this. They broke one of the panels themselves the last time they were making an installation.

The building could use some paint. And I would love to repave the parking lot and paint parking lines.

We have a significant investment in security camera, given the neighborhood. I have recently added new cameras and have had to replace some domes.
**Which events are best for TBGR?**
Event rentals when the parties include mostly adults, especially Gen-X. They love the games and the décor and always tell me it brings them back to their childhood. I have also had outings with groups of people from adult day cares. They don’t rent it out for a private party, but pay $10/each. They have always been very good groups – respectful of the space and the games and enjoy the arcade. They typically come during the day when it is easy for me to open up.

**Which events are not ideal?**
Events with young kids. The games don’t hold their attention, they are tough on them and end up playing hide and seek in the warehouse, which is dangerous. I try to discourage people from having parties for small kids. We aren’t a Chuck E. Cheese.
### Appendix C: Primary Research, Customer Interviews

#### Customer Interview Compilation

**Interviewee demographics** (generation). All have held at least one party at the TBGR.

<table>
<thead>
<tr>
<th>Interviewee</th>
<th>Generation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ken</td>
<td>Millennial</td>
</tr>
<tr>
<td>Wade</td>
<td>Boomer</td>
</tr>
<tr>
<td>Grant</td>
<td>Gen X</td>
</tr>
<tr>
<td>Josephine</td>
<td>Gen X</td>
</tr>
</tbody>
</table>

Themes are highlighted.

#### How did you hear about the Two Bit Game Room

<table>
<thead>
<tr>
<th>Interviewee</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ken</td>
<td>Relationship with the owner. Unrelated, was also invited to a b-day party at the TBGR.</td>
</tr>
<tr>
<td>Wade</td>
<td>Google searches. He seeks out arcades.</td>
</tr>
<tr>
<td>Grant</td>
<td>Friend of my daughters.</td>
</tr>
<tr>
<td>Josephine</td>
<td>Heard from a friend.</td>
</tr>
</tbody>
</table>

*Notes: Word-of-mouth referrals or someone specifically searching for this type of venue.*

#### What kind of event did you host and how many people attended?

<table>
<thead>
<tr>
<th>Interviewee</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ken</td>
<td>End of year party at work/morale boost for staff. First event was 20–25 people, second was 40 people.</td>
</tr>
<tr>
<td>Wade</td>
<td>He’s had two company holiday parties. Both had about 40 people.</td>
</tr>
<tr>
<td>Josephine</td>
<td>Birthday/end-of-school-year party for 16YO daughter. 10 kids and their parents, with 25–30 people total.</td>
</tr>
</tbody>
</table>

#### Why did you choose to rent this venue for your event?

<table>
<thead>
<tr>
<th>Interviewee</th>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ken</td>
<td>Cost-effective, arcade experience without the bar/sticky floor, not just an arcade, intention between zones, 80s/90s area. Cool environment. Unique element.</td>
</tr>
<tr>
<td>Wade</td>
<td>I thought gaming would draw a crowd more than just food and beverage. Combined with ease of bringing in food and bev. Affordability.</td>
</tr>
<tr>
<td>Grant</td>
<td>Private space. Liked the BYOB. Affordable. People of my generation - nostalgia factor to play the parts.</td>
</tr>
<tr>
<td>Josephine</td>
<td>Based on recommendation, great price.</td>
</tr>
</tbody>
</table>
### What do you like about the venue?

<table>
<thead>
<tr>
<th>Name</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ken</td>
<td>Open and flexible about what you can bring, serve. The fridge was nice. <strong>Plenty of places to sit and talk.</strong> Or play games. Very welcoming for people who don’t like video games.</td>
</tr>
<tr>
<td>Wade</td>
<td>Cabinet machines, but at home counsels for others to play. Historical element of the industry and displays. Games are almost always spotless and working. Some places, machines were not clean/broken. <strong>Lots of room for everyone.</strong></td>
</tr>
<tr>
<td>Grant</td>
<td><strong>Great space</strong>, something for everyone.</td>
</tr>
<tr>
<td>Josephine</td>
<td>We invited friends and told parents they were welcome to stay. They all stayed. Nice opportunity for kids and parents to be together. It was the first event where we started getting together. Now we do things together with kids and parents. Were able to cultivate relationships beyond what we anticipated. <strong>Set up great for eating, visiting, great space for food.</strong> Kids loved the popcorn. Loved the mix of retro games from my childhood. And newer games. Some kids played the board games. Some went to the movie area. It was supposed to be 2 hours. Extended to 4.5 People loved it.</td>
</tr>
</tbody>
</table>

### What would you improve?

<table>
<thead>
<tr>
<th>Name</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ken</td>
<td>Getting people to the place, <strong>parking</strong>, better instructions on the website, <strong>how to find it.</strong> Alternate parking for larger groups.</td>
</tr>
<tr>
<td>Wade</td>
<td><strong>Parking.</strong> A little tight with a large group. Can be worried about parking. If he had 4-6 games in an area for sale, I would buy those. He would love to buy 2-3 games.</td>
</tr>
<tr>
<td>Grant</td>
<td>Movie screen seems a little washed out – could be improved. Contrast of image. Juke box – would be cool to choose music. Like the Holiday music. Can we have our own soundtrack. We took the light rail so parking was not an issue.</td>
</tr>
<tr>
<td>Josephine</td>
<td>It would be great if there was a kitchen area to wash things. Not able to wash the fruit. <strong>Location – parking/drop off.</strong> Very confusing to the people who were coming. <strong>Not sure where the entrance is.</strong> Would be great to park in parking lot and go in through the back.</td>
</tr>
</tbody>
</table>

### What was the feedback from guests – good and bad?

<table>
<thead>
<tr>
<th>Name</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wade</td>
<td><strong>Amazing feedback</strong> – he would have support going back multiple times. Family-friendly and adult friendly. Really cool socializing element.</td>
</tr>
<tr>
<td>Grant</td>
<td><strong>Guests seemed to love it.</strong> Everyone wished we had it for another hour.</td>
</tr>
<tr>
<td>Josephine</td>
<td>People said things like “We should do this again,” “I never knew this place existed,” and, “I’m going to have an event here.” Other places very loud and filled with other people. You can have a private party without other people. Pinz and other places have parties but others are there. Whole place to ourselves.</td>
</tr>
</tbody>
</table>
What other locations did you consider for your event?

<table>
<thead>
<tr>
<th>Name</th>
<th>Considerations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ken</td>
<td>Looked at more corporate places/team building, Game Show Battle Room, Whirly ball.</td>
</tr>
<tr>
<td>Wade</td>
<td>Up Down, Can Can Wonderland (also visits those venues)</td>
</tr>
<tr>
<td>Grant</td>
<td>Can Can Wonderland, Keg and Case</td>
</tr>
<tr>
<td>Josephine</td>
<td>Didn’t – once Sunni told me about it, I wanted to do this.</td>
</tr>
</tbody>
</table>

Was the no alcohol policy a factor in your decision to book an event at the TBGR?

<table>
<thead>
<tr>
<th>Name</th>
<th>Considerations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ken</td>
<td>Would still book even if not allowed to bring.</td>
</tr>
<tr>
<td>Wade</td>
<td>We have not served alcohol. We haven’t even asked. Has not kept people away.</td>
</tr>
<tr>
<td>Grant</td>
<td>Yes, it would be a factor in booking again. I would want to serve alcohol for another guy’s night.</td>
</tr>
<tr>
<td>Josephine</td>
<td>Not at all. The people I invited, if there were beers, people might have a drink. Even if an adult party, would be fine without alcohol.</td>
</tr>
</tbody>
</table>

Only one guest would consider this a negative when considering booking. Should be noted that this guest did serve beer during his guy’s night event.

Was the location a factor in your decision to book at the TBGR? (If they mention negative feelings about the neighborhood: Did you or your guests have concerns before or after the event?)

<table>
<thead>
<tr>
<th>Name</th>
<th>Considerations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ken</td>
<td>At first, it felt a little out of the way as our office is in Minneapolis. Once familiar to them, it was good. You know how people are about crossing the river.</td>
</tr>
<tr>
<td>Wade</td>
<td>There was some concern before and after. It was brought up to me. I observed homeless people. From suburbs/small town in MN. There are people in the group that pay more attention. Not sure that it would keep people away. 3-5 people out of 40 expressed concerns.</td>
</tr>
<tr>
<td>Grant</td>
<td>No concerns from us. Maybe people from the suburbs would be afraid.</td>
</tr>
<tr>
<td>Josephine</td>
<td>Not really. Not the best or worst neighborhood. I did not feel threatened. Had someone walk me out. I might do that in any neighborhood.</td>
</tr>
</tbody>
</table>

Would you rent again in the future?

<table>
<thead>
<tr>
<th>Name</th>
<th>Considerations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ken</td>
<td>Yes. Flexible space to relax and play games. Price point makes it easy</td>
</tr>
<tr>
<td>Wade</td>
<td>I guarantee I will</td>
</tr>
<tr>
<td>Grant</td>
<td>I think I would do another guys night. Would not host other kids' event.</td>
</tr>
<tr>
<td>Josephine</td>
<td>For sure. Have already again. We will probably have our daughter’s cast party there.</td>
</tr>
</tbody>
</table>
Name: Ken T.

Interview via Zoom 2/22/24

**How did you hear about the Two Bit Game Room?** Relationship with the owner. Unrelated, was invited to a b-day party at the TBGR.

**What kind of event did you hold and how many people attended?**
End of year party at work, with surprise agenda item for retirement. Morale boost. 20/25.

**Why did you choose to rent this venue for your event?**
Cost-effective, arcade experience without the bar/sticky floor, separate from arcade, intention between zones, 80s/90s area. Cool environment. Unique element.

**What do you like about the venue?**
Open and flexible about bringing food. Fridge was nice. Plenty of places to sit and talk. Or play games. Very welcoming for people who don't like video games.

**What would you improve?**
Getting people to the place, parking, better instructions on the website, how to find it. Alternate parking for larger groups.

**What was the feedback from guests – good and bad?**

**What other locations did you consider for your event?**
Looked at more corporate places/team building, Game Show Battle Room, Whirlyball.

**Was the no alcohol policy a factor in your decision to book an event at the TBGR? (See if they will share detail. They may not feel comfortable.)**
No. Would still book even if not allowed to bring alcohol.

**Was the location a factor in your decision to book at the TBGR? Did you or your guests have concerns before or after the event?**
A little out of the way. Once familiar to them, it was good. Office is in Minneapolis. Crossing the river. Parking.

**Would you rent again in the future? Why or why not?**
Yes. Used the same venue for X-mas party with friends. Flexible space to relax and play games. Price point makes it easy.
Interview via Zoom 2/24/24

**How did you hear about the Two Bit Game Room?** Google searches. Love 70s/80s/90s gaming. From Southern MN. A few arcades there. Spent time as kids, Had fun. Was looking for something that might be similar to 80s arcade. In most cases it means restaurant and bar attached. He seeks out old school arcades.

**What kind of event did you hold and how many people attended?** He’s had company Christmas parties. 10 machines for a week over 4th of July. 400 people at his home. Been to the arcade 3 times. 2xs for company holiday party. 40 people.

**Why did you choose to rent this venue for your event?** Gaming would draw a crowd more than just food and beverage. Combined with ease of bringing in food and bev. Affordability, very reasonable price. People had enough space.

**What do you like about the venue?** Cabinet machines, but at home counsels for others to play. Not as familiar with those. The guests he invited were caught up in those games, hooked up to TVs. Historical element of the industry. He does a good job of displaying that info. Games are almost always spotless and working. Some places, machines were not clean/broken. Makes sure to keep them clean/in working order.

**What would you improve?** Parking. A little tight with a large group. Can be worried about parking. If he had 4-6 games in an area for sale, I would buy those. He would love to buy 2-3 games.

**What was the feedback from guests – good and bad?** Amazing – he would have support going back multiple times. Family-friendly and adult friendly. Really cool socializing element. Invited parents and children from Hope Farm School. Families mixed with our employees.

**What other locations did you consider for your event?** Starcade, Up Down.

**Was the no alcohol policy a factor in your decision to book an event at the TBGR?** I would not keep us away. We have not served alcohol. We haven’t even asked.

**Was the location a factor in your decision to book at the TBGR? Did you or your guests have concerns before or after the event?** There was concern before and after. It was brought up to me. I observed homeless people. From suburbs/small town in MN. There are people in the group that pay more attention. Not sure that it would keep people away. 3-5 people brought it up.

**Would you rent again in the future? Why or why not?** I guarantee I will.
Name Grant R.

Interview via phone 2/25/24

**How did you hear about the Two Bit Game Room?** Friend of my daughters.

**What kind of event did you hold and how many people attended?** Multiple events. Guys night – 15 guys invited – 12 showed up Child’s birthday party. Larger family party/event

**Why did you choose to rent this venue for your event?** Private space. People of my generation -nostalgia factor to play the parts.

**What would you improve?**
Movie screen seems a little washed out – could be improved. Contrast of image. Juke box – would be cool to choose music. Like the Holiday music. Can we have our own soundtrack.

**What was the feedback from guests – good and bad?**
Guests seemed to love it. Everyone wished we had it for another hour.

**What other locations did you consider for your event?**
Can can wonderland, Keg and Case,

**Was the no alcohol policy a factor in your decision to book an event at the TBGR?** (See if they will share detail. They may not feel comfortable.)
Yes, it would be a factor.

**Was the location a factor in your decision to book at the TBGR?**
   If they mention negative feelings about the neighborhood:
       Did you or your guests have concerns before or after the event?
No concerns from us. Maybe people from the suburbs would be afraid.

**Would you rent again in the future? Why or why not?**
I think I would do another guys night. No other kids event. If you allow kids, block off the basement thing. Entryway to storage room.
Name: Josephine C.
Interviewed via Zoom 3/1/23

**How did you hear about the Two Bit Game Room?** Heard from a friend, Sunni Case. I was looking a venue for my daughter’s b-day party. Turned 16. Have had school cast party, post-prom.

**What kind of event did you hold and how many people attended?** Daughter turned 16. 10 kids and their parents. At least one parent. Some younger siblings. 25-30 ppl. We invited friends and told parents they were welcome to stay. They all stayed. It was relaxing, the kids had a great time. The space is great – adults could hang out with kids. Nice opportunity for kids and parents to be together. It was the first event where we started getting together. Now we do things together with kids and parents. Were able to cultivate relationships beyond what we anticipated. Has solidified relationships.

**What do you like about the venue?**
Set up great for eating, visiting, great space for food. Kids loved the popcorn. Loved the mix of retro games from my childhood. And newer games. Kids played the older games. Loved the Rock Band. Seating is great in that area. Four kids playing but others singing. Couches really nice. Some kids played the board games. Some went to the movie area. It was supposed to be 2 hours. Extended to 4.5 People loved it.

**What would you improve?**
It would be great if there was a kitchen area to wash things. Not able to wash the fruit. Location – parking/drop off. Very confusing to the people who were coming. Not sure where the entrance is. Would be great to park in parking lot and go in through the back.

**What was the feedback from guests – good and bad?**
We should do this again. I never knew this place existed. Going to have an event here. Other places very loud and filled with other people. You can have a private party without other people. Pinz and other places have parties but others are there.

**What other locations did you consider for your event?**
None. Once I was told me about it, I wanted to do this. I always tell parents they can stay, this is the first time they did.

**Was the no alcohol policy a factor in your decision to book an event at the TBGR?** (See if they will share details. They may not feel comfortable.)
Not at all. The people I invited, if there were beers, people might have a drink. Even if an adult party, would be fine without alcohol. We have parent socials. Usually with alcohol.

**Was the location a factor in your decision to book at the TBGR? Did you or your guests have concerns before or after the event?**
Not really. Not a lot of people out and about late in the neighborhood. After prom – dark and late and a little creepy. Not the best or worst neighborhood. I did not feel threatened. Had someone walk me out. I might do that in any neighborhood.

**Would you rent again in the future? Why or why not?**
For sure. Have already again. We will probably have our daughter's cast party there.

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**Appendix D: Social Media, Website, and Earned Media Links**
Social media and web links:

Two Bit Game Room:
www.twobitgameroom.com
Two Bit Game Room (@twobitgameroom) • Instagram photos and videos
https://www.facebook.com/twobitgameroom

Rent My Arcade:
www.rentmyarcade.com
https://www.facebook.com/rentmyarcade
Rent My Arcade (@rentmyarcade) • Instagram photos and videos

Earned Media stories for Two Bit Game Room:

Twin Cities Lives story: Two Bit Game Room – KSTP.com 5 Eyewitness News

Pioneer Press.
St. Paul man pairs classic arcade games with affordable housing (twincities.com)
Appendix E: Party Rental Booking Data

Number of Two Bit Game Room private events by month, as pulled from Square. TBGR does not currently track different types of parties.

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Appendix E – Building Photos

Interior photos:

Exterior photos:
Appendix F – Google Search Results

Google results when searching for arcades in the Twin Cities which shows competitors, number of reviews, and review average.