

At The Top of Their Game

How Top Concepts in Pigeon Forge, TN grew from a mini donut stand to an entertainment and retail empire in the sweetest way possible.



OMG Experiences

Top Concepts is an entertainment and retail brand that offers the best in adventure, live entertainment, sweet treats, and family fun in the highly popular East Tennessee tourist destination, Pigeon Forge.

This team knows a thing or two about larger-than-life guest experiences. Across their ten businesses, they welcome nearly **1,500,000 guests** to their attractions and retail stores every year.

Brands With CenterEdge

Open Now

- TopJump Trampoline & Extreme Arena
- Toy Box Mini Golf
- Crave Golf Club
- Paula Deen's Lumberjack Feud Supper Show & Adventure Park
- Sweet! at The Island and Gatlinburg
- Big Rock Candy Kitchen
- Kapop! Gourmet Popcorn
- Smoky Mountain SunShades

Coming in fall 2023

- Sky Pirates of Mermaid Bay an Epic Golf Adventure



From Humble Beginnings

Their mission? **"Create OMG Experiences."** They've won multiple local and national awards for best mini-golf and #1 indoor attraction, among others.

We'd say they are delivering those "jaw dropping moments" in every extreme dodgeball experience, life-sized candy-themed mini golf game, and interactive lumberjack supper show. And we love that they let CenterEdge help.

The Problem

When Top Concepts first began, they were looking for a facility management system that would power their first attraction, the trampoline & adventure park, TopJump. After testing multiple providers available at that time, the company selected CenterEdge to run timed attractions, events, and inventory.

1

Costly Stability Issues

2

Manual Processes

3

Unclear Inventory

Over time, the company grew and expanded their entertainment footprint in the Pigeon Forge market, opening three miniature golf attractions as well as Paul Deen's Lumberjack Feud Supper Show & Adventure Park. It was CenterEdge's customizability that made it possible for them to run multiple unique entertainment venues with the same software solution.

But then they ran into a problem. Even before TopJump, the company had owned and operated five stores selling thousands of candy, popcorn, sunglasses and other retail

merchandise items each year. Over time, the point of sale system they had been using began to fail often, costing their team precious time and money. It was time to find a new solution.

But a retail space doesn't have similar needs to an entertainment venue. Or does it? The team put their heads together and thought about the needs of their businesses. Their provider, a restaurant point of sale, had many deficiencies for a high volume retail environment. Besides stability issues, the system didn't have robust inventory controls, which made processes for conducting inventory, ordering products, and calculating costs of goods cumbersome and time consuming. Enter CenterEdge.

The Solution

After the success of their entertainment businesses' use of CenterEdge's fully customizable point of sale, events, retail, food and beverage, and inventory management solution, Ryker Parton, the long-time CenterEdge user and IT director of Top Concepts recommended that the team implement CenterEdge into each of the retail stores. According to Ryker, "We'd proven this application can work on a smaller scale in our retail stores at our attractions. Let's go ahead and pump it up and let's go all out with CenterEdge at our full retail locations."



Implement CenterEdge

Implemented CenterEdge throughout retail stores & gift shops



Migrate Inventory

Migrated entire book of inventory into CenterEdge Inventory management system

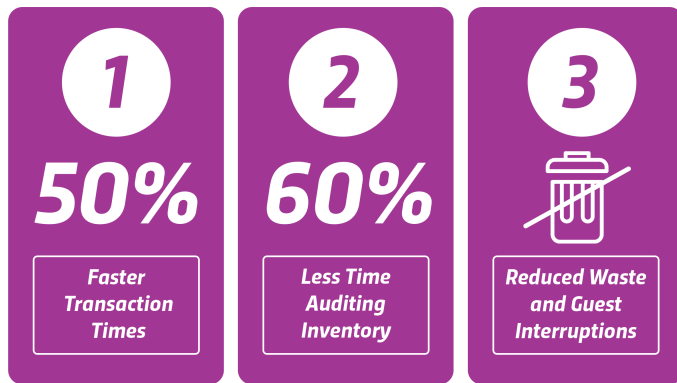


Add CenterEdge Payments

Bundled with CenterEdge Payments for a comprehensive solution across all brands

Results

As a result of the switch, the team now enjoys the simplicity of a single solution for both facility management and credit card processing. This ability to streamline their operations allows the team to save time in cross-training frontline and IT staff, making it easy for staff to transition across multiple businesses.



Also, the systems can be accessed remotely, helping to keep IT and onsite technical needs low, in addition to time and cost savings realized because they now have a single partner to contact for all businesses for technical support, software training, and merchant services questions and issues.

For the Top Concepts team on the ground, they've found they have cut frontline transaction times, which has improved guest experience greatly. They've also realized huge time savings in their inventory

management auditing processes, cutting the time spent conducting inventory audits by more than half. According to Ryker, "Our first year using CenterEdge for inventory was phenomenal. Previously, it took us roughly a month and a half to conduct a full inventory. This year, it took a couple weeks to get everything counted."

This ability to manage inventory at a granular level can't be undervalued. Without strong inventory management controls in place, your business is at risk for theft, lost sales opportunities, and a breakdown in your business reputation if you're continuously running out of inventory.

Ryker says, "We have a better grasp on when we need to order, how much we need to order, what's doing well and what's not doing well. Also, we can compare our weekly inventories to help identify discrepancies. CenterEdge has definitely helped the business because we're able to see all this key data in one place."



Conclusion

The Top Concepts team is everything you want in a successful operator. They are constantly looking for ways to improve, grow their organization, and leverage the best processes and systems that support that growth. Their CenterEdge partnership has helped power their data-driven approach and streamline operations. With a firm handle on the key data insights necessary to thrive and an eye for pushing the edge of innovation, they're well on their way to creating a lasting legacy that's an "OMG Experience" every time.