

Mining For Fun

From catering to creating a family entertainment oasis. How the Moncla brothers transformed challenges into triumphs in Texas



Company Overview

Colorado Canyon is an indoor-outdoor family entertainment center in Beaumont, Texas, that features two 18-hole miniature golf courses, an arcade with redemption, party rooms, and themed gemstone mining experiences. Over two decades ago, brothers Dennis and Leon Moncla were working in catering.

At the same time, they discovered a passion for buying and restoring pinball machines. One day, they noticed the local mini-golf course was closing, and inspiration struck oil. Influenced by their childhood memories in Colorado, they built an evergreen entertainment oasis named Colorado Canyon, deep in oil country. The duo blended their love for food, games, and the scenic beauty of Colorado into a unique experience that stands out from the crowd.

The Problem

But no matter how passionate you are about your new business, there are bound to be hiccups. Not long after opening Colorado Canyon, the facility's point of sale software solution went out of business, leaving the team searching for a new solution.

- 1 Defunct platform**
- 2 Complex needs for integrated attractions, events, and redemption management**
- 3 Lack of user-friendly event booking system for small staff**

Quick About

- Number of locations with CenterEdge:**
1 Location
- Number of years with CenterEdge:**
20 Years
- CenterEdge solutions they use:**
The full Advantage Suite plus CenterEdge Payments
- Favorite tool within CenterEdge:**
The visual layout within Advantage Events

Starting over, though, means doing so with the knowledge you didn't have the first time, and this time, the team knew they needed a solution that would manage golf sales, redemption, food and beverage, and parties - all in one solution that was easy to implement. They also needed something secure and simple for a small staff who wore many hats. Enter CenterEdge.

The Solution

Soon, Johnny Loftin approached them about implementing the solution that would later become CenterEdge. After a detailed software demo, Dennis and Leon determined that CenterEdge was the right solution to pull together each component of their business into one central hub for revenue and management. And, in their own words, they haven't looked back.

While transitioning to Advantage Point of Sale, Food & Beverage, and Redemption, the team also implemented Advantage Events, gaining access to an integrated tool that allowed them to schedule attractions, rooms, food, and experiences. This smart move would empower them to customize their events platform, simplify party preparation tasks, and prepare for upcoming events efficiently - a must when you're a small team.

Implemented Advantage as an Integrated System

Achieved Simple, Visual Event Management

Developed a Cross-Training Program

With the average shift of only 12 people, every team member must be able to work multiple positions. Onboarding new team members can be tricky, and you don't want to overwhelm new hires with too much information too soon. To combat that, the Colorado Canyon team thoughtfully began to leverage Advantage's Team Management features to empower each team member with the right system access at the right time. This enables new team members to grow in system permissions while gaining facility knowledge and experience, which goes a long way toward helping team members feel comfortable and confident in their roles.

Results

According to Dennis and Leon, CenterEdge was a game-changer for Colorado Canyon. It streamlined operations, making it easier for them to manage all the revenue for each component of their unique business. For parties and group events, it means saving a tremendous amount of time. Customizable views allow staff to review events daily, weekly, or monthly and quickly know exactly what has been booked, group details, and all appropriate start times, regardless of how the event was booked (online or with a team member).



-Leon Moncla, Co-Owner

1
Secure, Streamlined Operation

2
Faster Event Management

3
Well-trained, Versatile Team

In addition to the process efficiencies, implementing an integrated solution that saves time aids the team in their mission to treat staff like family. They believe in putting people first, which means providing an onboarding experience designed to empower staff while managing labor and the guest experience efficiently. The user-friendly interface meant even new team members could quickly learn the system and grow in the organization. An emphasis on cross-training all but guarantees a high level of guest satisfaction by creating a stronger, more adaptable team that could handle anything that comes their way.

Conclusion

By streamlining operations, enhancing event management, and fostering a strong team culture, Colorado Canyon has certainly earned its place as a beloved family entertainment destination in Beaumont.

As they position themselves for the future, they continue to innovate with new offerings like themed and mystery gemstone mining experiences and by finding ways to combat rising costs, such as making the switch to CenterEdge Payments and Dual Pricing. Their commitment to providing family fun to both guests and even their staff is surely more precious than stones.



-Leon Moncla, Co-Owner



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