



Prepared September 15th, 2026 from public data about the market around 11400 W 95th St, Overland Park, KS 66214. Nothing here came from your systems.

87,659 households with children live within 10 miles of your door.

About 9,670 people a month search Google for what you sell, and bowling is the biggest pool. Activate Games turns up in 68% of those searches. You're absent or buried on 19 of the 19 searches we ran in your own town.

HOUSEHOLDS WITH CHILDREN

87,659 within 10 miles of your door

SEARCHES A MONTH

~9,670 on Google, for what you sell, in Overland Park

VENUES IN YOUR SEARCHES

40 Google shows them for the same searches

SEARCHES YOU'RE MISSING

19 of 19 in your own town: absent, or buried past page one

HOW YOUR MARKET COMPARES

Five measures, each against the 480 US counties that already support an arcade or bowling center. They're positions, not a grade: a crowded market and a proven one look the same from here.

Market Size **87,659**
households with children within 10 miles



Very large
85th percentile

Family Share **29%**
of households within 10 miles have children



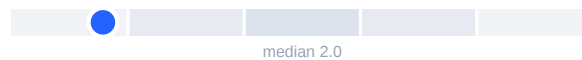
Typical
56th percentile

Market Income **\$104,249**
approximate median household income within 10 miles



Very high
84th percentile

Venue Density **1.1**
arcades and bowling centers per 10,000 households with children, county-wide



Very low
16th percentile

Market Momentum **-4.6%**
change in school enrollment over five years, districts within 10 miles



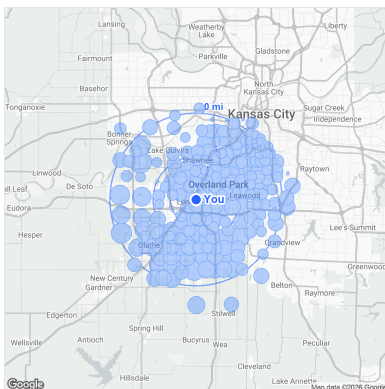
Typical
46th percentile

Size, Family Share and Income count Census tracts whose center is within 10 miles; Momentum counts school districts whose office is. Venue Density is county-wide, because the Census publishes venue counts no finer. Census ACS 2019-2023, County Business Patterns 2023, NCES 2019 and 2024.

Where your market ranks is public. How much of it walks through your door isn't, and that's the first number we'd look at.

YOUR MARKET

721,461 people live within 10 miles, 163,633 of them under 18. Median household income is about \$104,248.



Every dot is a Census tract center, sized by households with children. Rings at 3, 5, 10 miles.

721,461
people within 10 miles

163,633
under 18

0-3 miles
the band with the most families per square mile

87,659
households with children, 29% of all households

\$104,248
median household income, approximate

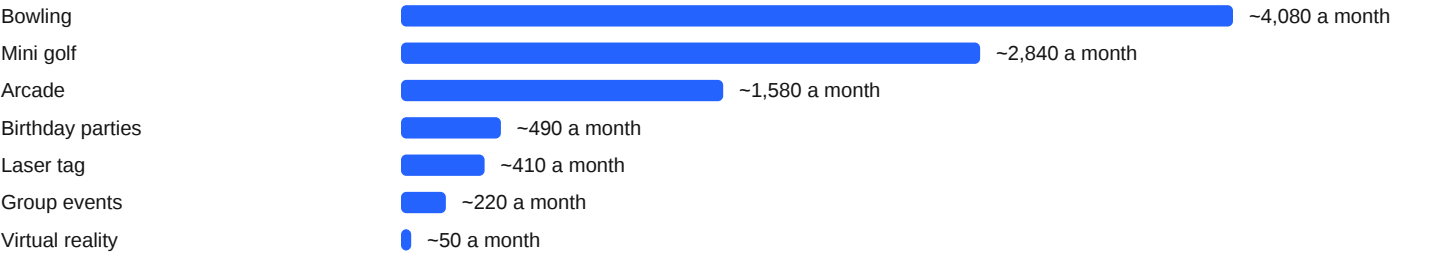


A band counts Census tracts whose center falls inside it, so these are close estimates of the area, not exact counts. Income is approximate: medians can't be averaged. ACS 5-year, 2023.

How many of those 87,659 households came through your door last month?

WHAT PEOPLE SEARCH FOR

Every month, Google sees these searches from Overland Park for the things you sell. The order is the finding: the biggest pool is not always the thing a venue is known for.



Google Keyword Planner, locality scope. Brand names and machine-shopping terms are left out, so a pool is people looking for somewhere to go. A ~ marks a pool that includes terms Google reports as a range.

Which of these do you advertise, and which one do you leave to whoever ranks first?

WHERE YOU RANK

Of 19 searches, you're strong on 0, present on 0, buried on 0 and absent on 19.

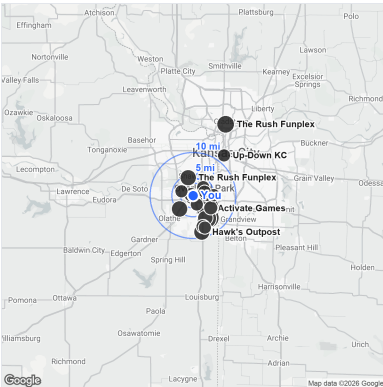
Offering	Searches a month	You appear	Median	Standing	Who beat you
Arcade	~1,580	0 of 4	not shown	Absent	Activate Games
Birthday parties	~490	0 of 4	not shown	Absent	Activate Games, Vintage House
Fun things to do		0 of 3	not shown	Absent	Activate Games, 810 Entertainme...
Laser tag	~410	0 of 2	not shown	Absent	Activate Games
Bowling	~4,080	0 of 3	not shown	Too few results to judge	810 Entertainment - Overland Park
Mini golf	~2,840	0 of 3	not shown	Too few results to judge	Tap Ins at the Greenhouse, Puttery

Searches with 'best' in them measure reputation, not visibility: Google applies its Top-rated filter to the word. Coming-soon offerings are searched and not graded.

The absent rows are the searches your town runs without seeing you. Which one would you fix first?

WHO GOOGLE SHOWS INSTEAD OF YOU

We ran the 35 searches your customers run and kept every venue Google returned. 40 venues came back; 39 sell something you sell. Activate Games is in 68% of them.



Dots are the venues Google returned for your searches, sized by how many they appeared in. Dark is a venue that sells something you sell; grey turned up only for a day out.

Venue	Your searches	Best	Competes on	Google rating	Away
Activate Games	68%	#1	arcade, birthday parties, bowling, l...	4.8, 421 reviews	4.1 mi
810 Entertainment - Overland Park	68%	#1	arcade, birthday parties, bowling, l...	4.2, 262 reviews	6.3 mi
Andretti Indoor Karting & Games Overland Park	63%	#2	arcade, birthday parties, bowling, l...	3.6, 623 reviews	4.5 mi
BRKTHROUGH Overland Park	63%	#2	arcade, birthday parties, laser tag	4.9, 2,036 reviews	6.1 mi
Slick City Action Park	63%	#2	arcade, birthday parties, laser tag	4.3, 93 reviews	3.8 mi
Game Show Battle Rooms - Kansas City (Overland Park)	63%	#5	arcade, birthday parties, laser tag	5.0, 6,524 reviews	3.0 mi
The Rush Funplex	47%	#7	arcade, laser tag	4.0, 843 reviews	18.0 mi
KingCade	37%	#3	arcade, laser tag	4.6, 137 reviews	0.2 mi
Main Event Olathe	37%	#3	arcade, bowling, laser tag	4.4, 5,516 reviews	4.4 mi
Hawk's Outpost	37%	#3	arcade, bowling, laser tag	4.7, 26 reviews	8.7 mi

Share is the fraction of your tracked searches a venue appeared in. Distance is an output here, never an input: a venue 15 miles away that answers half your searches competes for more of your demand than one next door that answers none.

Which of these do you already lose parties to, and which had you never heard of?

CLOSING TIME AGAINST THE SET

On Sunday, 14 of the 24 venues whose hours we hold stay open later than you. A further 16 nearby venues have no hours on file, so the real number could be higher.

Monday	you close 9:00 PM		10 of 22 open later
Tuesday	you close 9:00 PM		10 of 23 open later
Wednesday	you close 9:00 PM		10 of 24 open later
Thursday	you close 10:00 PM		5 of 24 open later
Friday	you close midnight		3 of 25 open later
Saturday	you close midnight		3 of 25 open later
Sunday	you close 8:00 PM		14 of 24 open later

Your hours are the ones on file. A venue with no hours on Google is counted in the sentence above and left out of the bars. Among those open later: 810 Entertainment, Activate Games, Andretti Indoor Karting & Games Overland Park, Game Show Battle Rooms, The Rush Funplex.

Is the hour after you close one your customers want, or one your rivals are paying for?

THE SCHOOLS AROUND YOU

14 districts sit within 10 miles, 154,352 students between them. Their calendars are your weekday traffic. The 6 largest are below.

District	Enrollment	Year
Olathe Unified School District 233	28,195	2024
Shawnee Mission Public Schools Unified School District	26,513	2024
Blue Valley Unified School District 229	22,252	2024
Kansas City Unified School District 500	21,538	2024
Kansas City 33 School District	15,079	2024
De Soto Unified School District 232	7,295	2024

NCES district boundaries and enrollment. A district whose enrollment isn't on file yet is listed without one rather than guessed.

Which district's early-release Wednesday do you staff for?



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