



**VIVID VISION**  
Through 2023





# SNAPSHOT

It's December 31st, 2023 and Creative Works has **helped thousands of entertainment venues add attractions to create immersive experiences and unforgettable moments, raving fans for life, and massive financial returns.**

Our entertainment spaces are enjoyed by millions of people across the globe every year. On a Saturday night, a young woman laughs at her dad's cheesy jokes as she putts through the challenge of a Lucky Putt course in Nashville. Five 12-year-old boys fight zombies and become heroes in a VR room in Mexico City. A young man falls in love for the first time as he watches his date pump her arms in a victory dance after discovering a hidden key in an escape room in Paris.

**Across the world smiles, laughter, and joy are generated.**

Here's a look at how we engineer entertainment and create powerful memories...

## E.P.I.C. VALUES



### Excellence

We are the gold standard for how to deliver unforgettable experiences.



### Passion

We are highly skilled creatives who have the most fun job in the world.



### Integrity

We do the right thing even when it's difficult or no one is looking.



### Commitment

We show up, do the work, and fulfill our promises every time.

**At Creative Works, we have a singular focus, passion, and drive** that is based on the Why of our company and to serve each other, our clients, and the communities we belong to based on these core values. Our culture is team first and solution-focused with an unrelenting drive to make constant improvements throughout our business to achieve our collective goal: to make memories around the world.







# BEHIND THE SCENES AT THE THEME FACTORY

Our brand new facility in Indianapolis is conveniently located near restaurants and shops in town.

When you walk in the door, there's a sign that says:



*Please take responsibility for the energy you bring into this space.*

*Your words matter.*

*Your behaviors matter.*

*Our clients and team members matter.*

*Take a slow deep breath and make sure your energy is in check before entering.*





You smile, step through the door, and enter a large, open and airy space buzzing with creativity and possibility.

Clean, white walls contrast with pops of our signature blue and orange colors and beautiful custom murals. The entire space is one big showroom that spotlights our talent, passion, and portfolio. Department work stations flow smoothly into one another with plenty of room to grow.

Our **Client Success Manager** guides a potential new client down the hall, signaling our biggest hit props from client projects over the years. One of our **Design Leads**, along with both the concept and engineering design teams, gather around a giant whiteboard, brainstorming how to introduce an element of wonder into an attraction to surprise and delight guests. Nearby, inside the foam department, **a sculptor** cuts at a giant block of foam with precision and patience. In the next station, **wood craftsmen** patiently pour over the detailing for a large and intricate custom piece. A **painter** is using our new high-end paint booth to bring a giant prop to life with an auto body finish. Inside our large flex space, equipped with electrical and low voltage wiring, we build out concept attractions in house prior to packing and shipping.

A **painter** gives a shout out to a team member during our Lean meeting for helping them come up with a creative solution to a challenge they were facing earlier this week. The phone rings and it's the daughter of a team member calling to thank Creative Works for her special birthday gift. Our latest hire walks into the **President's** office to introduce themselves and ask a quick question. Past the glass walls of the conference room our **Director of People and Culture** is onboarding a new hire who had dressed up as a bunny in their Video introduction. They're laughing and talking about the importance of a *results-oriented and fun* company culture. Around the office, **team members make important decisions with confidence, work with excellence and passion.** One thing's clear: This is the best place to work and everyday is a new adventure.

Soon, the final product, the epic combination of all the moving parts of our company, will be loaded into our trucks inside our drive in dock by the **Finishing crew** and will make their debut for our largest project to date.

# CORPORATE FACILITY SHOWROOM & DEMOS

This year we have our very own corporate venue. This is where we test attractions in detail to improve playability, immersion, durability, and operational efficiency and prototype new technologies. Clients come to see and test attractions live, as well as receive training for their teams. Best of all, we finally have a place for team members to **bring their families to show off and experience our latest work.** We gather and celebrate here for our holiday parties, as well as our much anticipated Amusement 360 events where we empower operators to improve their businesses and their lives.





# THE PREMIUM PROVIDER OF POWERFUL MEMORIES

**At Creative Works, we create powerful emotions and memories through immersive attractions.** We do this primarily through attractions like mini golf, laser tag, escape rooms, Esports, VR and many more.

Whether it's the JW Marriott wanting to introduce a special entertainment space at their resorts, a son who inherited his parents' bowling alley and wants to give it a facelift to boost business, or a venue owner who saw an awesome attraction while on vacation and wants to bring it to her community... **they come to us to do it right.**

Due to the personal care we give throughout the process, clients become an extension of our CWI family.

**We deliver an unparalleled client experience, from concept to completion, and provide ongoing support and training.** Our singular focus during design and fabrication is to introduce an element of wonder, surprise, joy, or excitement that creates a memory for that guest with their family and friends allowing them to relax, escape, and celebrate together. First, we guide clients to choose the perfect attraction for them and their specific goals. Then our design and client success teams work together to bring their vision to life. Next, our sculptors, woodworkers, and painters create all the incredible props that go into an attraction. Once everything is ready, we pack it all up and ship it to our client.

When an entertainment space is ready for install, the Theme Team knocks on the door, greets our client with a smile and hands them a complete packet. We clearly outline everything that's going to happen, the order in which it will happen, who their contacts are, and exactly what they can expect so they can sit back, put their feet up, and drink a mai tai feeling confident everything is taken care of.

**Players are in awe the moment they step into a space we've created.** Venue owners create something truly amazing to get customers off the couch, engage the whole family and create raving fans, while positively impacting their bottom line.

We're constantly looking to bring to market the next best thing whether that be through in-house development or partnerships with other developers around the world. Staying in the forefront of trends that take place in other domains of entertainment such as **gaming, TV shows, and cinema**, we incorporate the concepts and ideas that draw us in and capture our attention and imagination. Creative Works is expanding and carving out a niche within the theme park, resort, cruise line, casino, experiential marketing, and other industries.





# TALK AROUND TOWN

Venue operators and customers rave about Creative Works. By prioritizing memorable experiences and innovation, and exhibiting an attention to detail and craftsmanship that is unmatched within our industry, we've become the **#1 trusted entertainment creators in the country.**

We contribute to, and are highlighted by, industry publications and magazines like **Bowling Center Management, International Bowling Industry, Tourist Attraction & Parks, Funworld, and Bloolooop.** Trade organizations and educational conferences seek us out to curate education topics and we look to grow the industry with our contributions far beyond just the attractions we provide. Our **Amusement 360 is the must-attend event of the year**, with 100+ venues and entrepreneurs in person, and 600+ tuned in, digitally eager to soak up our content. We're spotlighted again as one of **Inc. 5000 fastest growing companies** in America, and our team members have accredited us with **"Best Place To Work In Indiana."**

Competitors constantly play catch-up to achieve what we've already done. Clients and community members line up to tour our facilities and get in on the fun. **Our secret to success is this: we do things others thought were impossible, until we created them.**





# FINANCIAL GROWTH & PROFITABILITY

Over the past three years, Creative Works has grown our team to 100+ members working in their unique abilities. We've experienced a **25% year-over-year growth** rate and **doubled our business this year**. With our lean processes and mentality and a goal for innovation, **we've grown our profitability**. Staying lean and financially healthy allows us to give forward: to our team, their families, clients, and the larger community.



# GIVING FORWARD IN THE COMMUNITY

In 2021, we started the **Giving Foundation** to honor our Founder, **Jeff Schilling's spirit of gratitude and giving**. We leverage and share our unique skills with the community in a way only we can. At a children's hospital, we created themed rooms where young patients can escape their reality and enter a fantasy world with limitless possibility. Each year we partner with an organization like the **Big Brothers Big Sisters Club** to create an event for some of our clients' grand openings. This way, we get to provide an unforgettable and fun experience for youth while creating positive press and awareness for a new business in the community. Serving and having fun is at the heart of what we do everyday, and we're always looking for ways to best leverage our unique skills and talent pool to put smiles on faces, bring joy, and create memories.





# A NOTE FROM OUR OWNERS

No matter what happens in the world around us, one thing will always remain the same:

**We humans are social creatures who crave connection and interaction.**

*We have an unquenchable desire to celebrate wins, escape loss, and connect with others.* People of all ages and backgrounds, each a complex human with their own unique set of dreams and challenges, get to experience what we create every day. When they walk through the door of one of our attractions, if only for a few hours, they're transported into a fantastical world of endless possibility and fun.

**As the landscape of the entertainment industry continues to shift, we will continue to reinvent ourselves**, create unforgettable attractions, and be the makers of memories we have become known and loved for in our community.

Together, we will accomplish everything we set out to in this vision, and much more. We will carry on our founder, Jeff's legacy, and we will celebrate him, this company, and each other. We can already envision the team at our holiday party in 2023, sharing a toast among our team and their families, recapping our greatest moments, and laughing about all the "crazy" ideas no one thought we could bring to life... until we did

And we're just getting started.

**Join us on this epic journey.**

Kimberly, Amy, and Armando