

Taking it to the “Xtreme”!

PrimeTime Topper Goldfarb & Partners Create Massive Action Park

If you're driving down Florida's sunny Interstate 95 and happen to be near North Fort Lauderdale, keep your eye out for Xtreme Action Park. You won't have to look hard for the 230,000-sq.-ft. mega family entertainment center that opened in 2015, headed by longtime operator and topper at PrimeTime Amusements, David Goldfarb, and his business partners Michael Dezer and Aaron Parkinson.

Xtreme Action Park was conceived as a one-stop shop for anything and everything entertaining. The park offers guests a variety of attractions from its flagship go-kart course to bowling, Bazooka Ball, ropes courses, rock climbing, a massive arcade, a



Proud, and for good reason, is David Goldfarb in front of the amazing, sprawling Xtreme Action Park in North Fort Lauderdale, Florida. He and his partners have taken it to the “Xtreme” with attractions ranging from the go-kart course to trampolines, climbing walls to escape rooms, and to roller skating to coin-op games of all types.

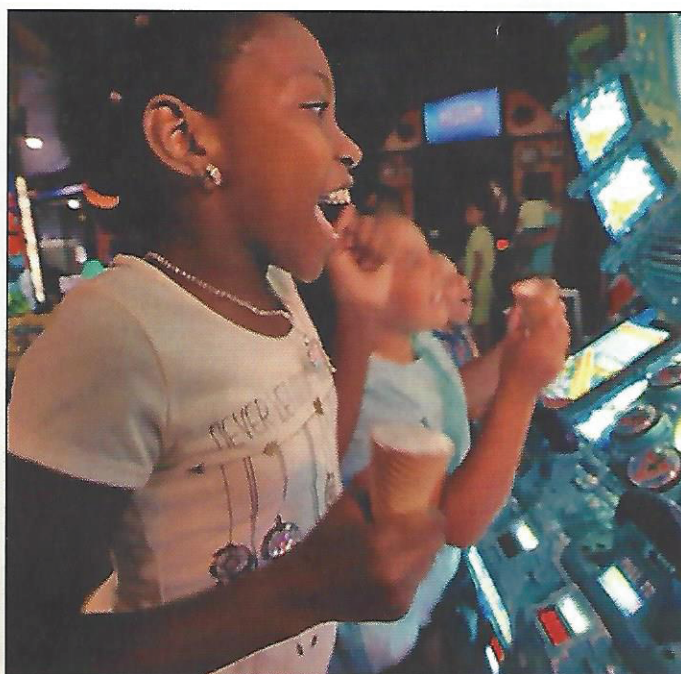
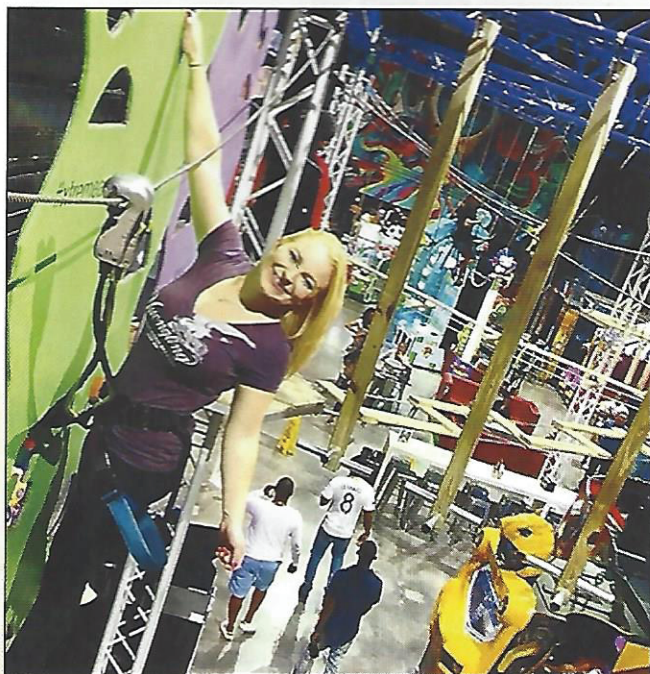
roller-skating rink, a trampoline park, escape rooms, a 24,000-sq.-ft., high-performance training center gym, a sports bar, auto museum and multiple restaurants.

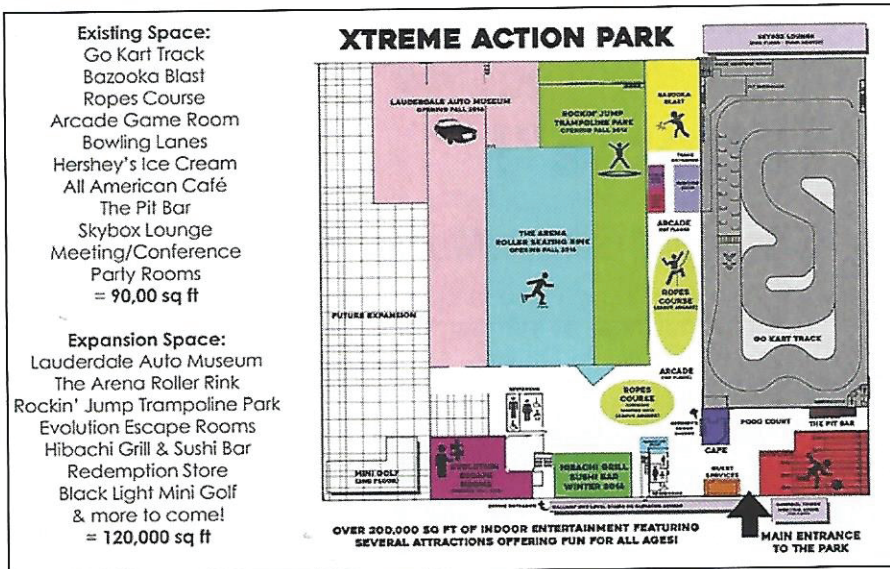
You want it? Chances are it's got it!

“We've now catered to every audience,” Goldfarb said. “Husband and wife have things to do. If there's an age gap between the kids, they can find something that will keep all of them entertained. The idea behind Xtreme Action Park is that anyone and everyone can come here to have fun.”

Getting Here

As you'd imagine, this is far from Goldfarb's first foray into amusement. At 19, he started in the industry by putting a pool





The enormity of it all: This floorplan shows off the attractions found at the Florida center.

table in a sub shop, trying to make a little money on the side while attending the University of Central Florida. This started his career as a traditional street operator, and he soon diversified his growing business into a whole gamut of business ventures.

He formed PrimeTime Amusements in 1992 and was soon working with Fortune 500 companies in the area. He has the arcade in the largest McDonald's restaurant – located in Orlando, has games in Universal Orlando hotels throughout the city,

rented games for Microsoft, Google and other company events and even had a contract with the Orange Bowl to bring a couple truckloads of games for the college football players to play.

“The coaches wanted them to have a benign distraction before the big game, to keep them focused and entertained,” Goldfarb said. Soon after

starting PrimeTime Amusements, business was booming. He continued to diversify, and began setting up arcades outside the country. Goldfarb says he's sold games in over 50 countries (getting to travel to most of them as well!) from Russia to nations in Africa, and all over South America.

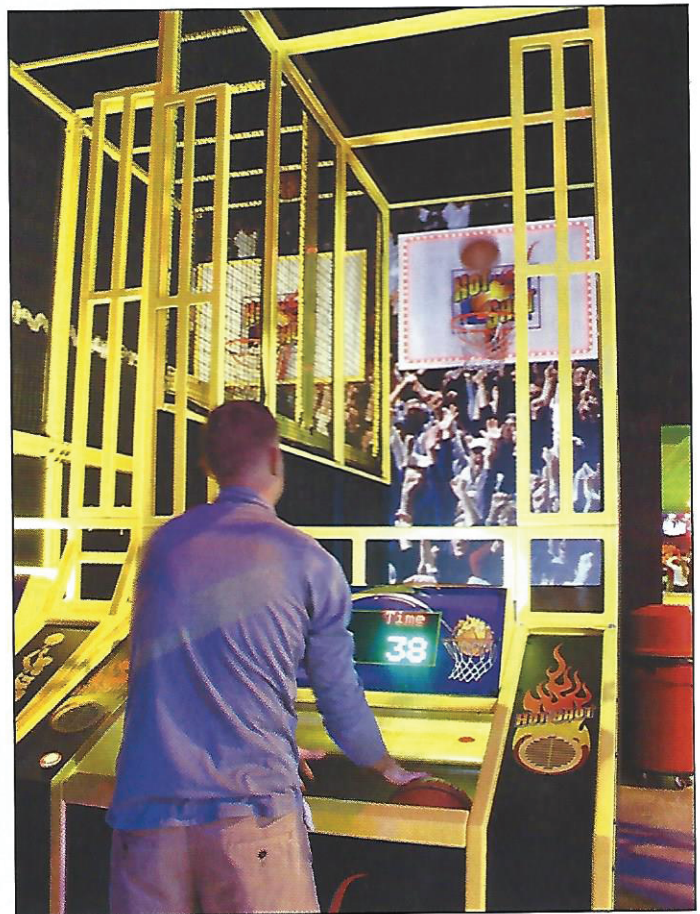
PrimeTime Amusements is headquartered in Florida but operates around the world. They have four main areas of business: operations, rentals, sales and consulting/theming.

This success led Goldfarb to where he is today and ultimately resulted in Xtreme Action Park.

The Park didn't start out with such a diverse array of attractions, but has evolved over the course of its nearly three-year run to accommodate the trends of the time and the attractions customers wanted. The entire building is housed in encompasses 350,000 sq. ft., but instead of trying to contend with the overhead expenses of that footprint, Goldfarb and his partners decided to

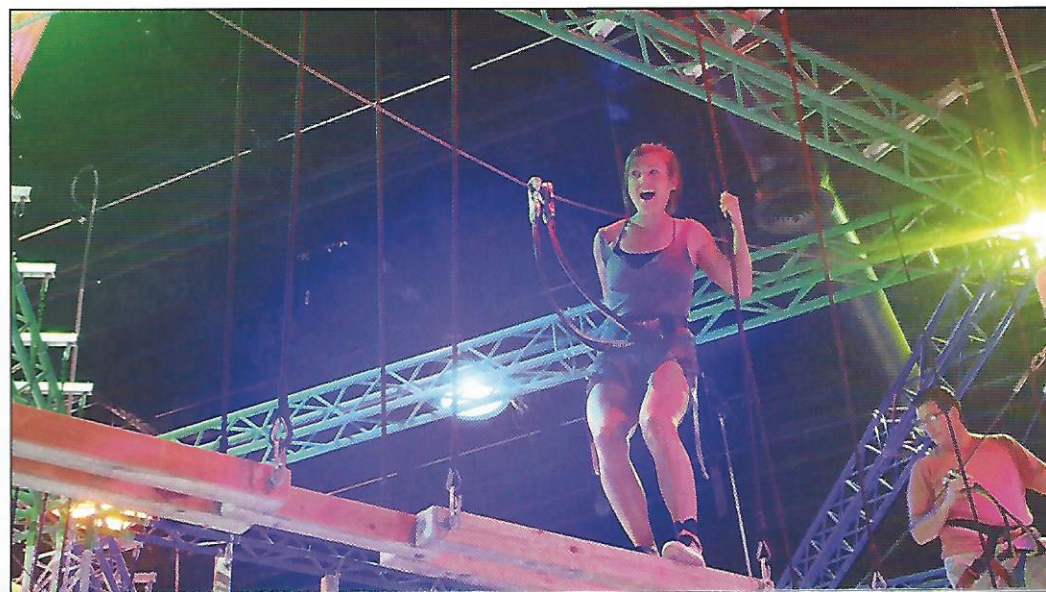
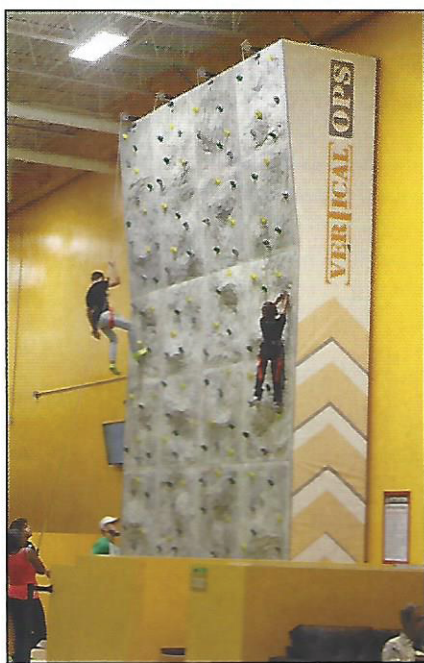
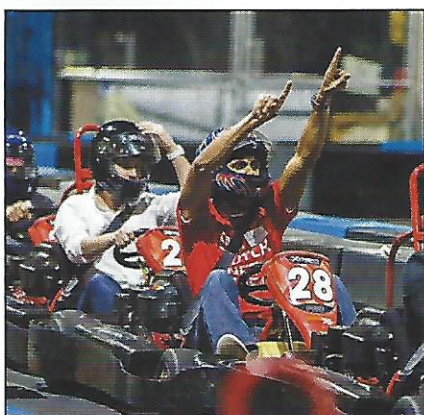


Rockin' Jump Trampoline Park (above) is one of Xtreme Action Park's attractions for the more active guests.





When we say "action," we mean "ACTION!" There is much to do on the physical side at Xtreme Action Park: climbing walls, ropes course, trampoline park, roller rink and even a Hard Knocks high-performance gym. Special events like UFC fight watch nights, date nights, parties, family fun and military appreciation help keep the customers coming in.





New ideas help bring other demographics in whether it's repurposing the roller rink temporarily as an event space (see photo at left) or by building out new features such as the Hard Knocks 365 performance gym, which is set to open this summer.

separate the portions of the building into condo-like rentals so other businesses could buy into it and add to the diversity of its lineup.

Goldfarb says the park's evolution sometimes came about naturally, while other times it was with significant intent. The first phase of Xtreme Action Park focused on the FEC's flagship attraction: go-karts.

When the location was purchased, Goldfarb said it looked much more like a warehouse than a place anyone could have fun in. So the crew revamped the layout and started introducing a more family-friendly, fun-filled theme.

"We had eight different artists live in the venue for about two months to really immerse themselves in creating a theme and style for the park," Goldfarb said. "They lived on site, inside the facility, which we basically converted into a dorm. The thing about artists is they like to work at their own pace, so I figured it would be best to give them full access to the park. We had a designer come in and completely change the outside of the building as well."

The transformation from warehouse to FEC took more than some paint on the walls though. The team introduced a Florida-inspired theme for the go-kart track, essentially allowing guests to drive through south Florida, from Key West to Palm Beach County, seeing mockups of the sights along the way as they careen around the course at up to 45 mph. During the second phase of

expansions at the park, they even brought in cars from one of the partner's auto museums located nearby, adding cars from James Bond movies as well as other movie props to the growing décor. Artists added foam creations to the venue during the first phase of construction, adding another dimension to the immersive theme.

"We wanted people to walk into the venue and see everything we have to offer, so we really focused on keeping the floor full of exciting sights, but not cluttered," Goldfarb said. "People create more people. You see action when you first walk in and that makes that first impression a 'Wow!'"

Bigger & Bigger

The park's evolution continued with phase two, which added the trampoline park and another ropes course with additional obstacles. It also doubled the size of the arcade, and brought the addition of a 16,000-sq.-ft. roller rink that also converts into event space.

"We're using it tonight for a group of 400 people," Goldfarb said the day of this interview. "It's a very high-end set up. We bring in lights, and put in a mezzanine and VIP tables that overlook the venue. Traditionally, you don't see too many roller rinks pop up these days, so adding another use to the space seemed like a good idea."

The Xtreme Action Park team was just in the process of finishing up the third phase of expansion at publishing

time. With the addition of seven escape rooms, the park is once again positioned at the top of the trends in the industry.

"We wanted to make our escape rooms very, very different than the others we'd seen," Goldfarb continued. "We wanted them to be attractive, have a lot of clues that require the players' attention and to challenge the guests in entirely new ways."

In addition to the escape rooms, phase three brought Hard Knocks 365, a 24,000-sq.-ft., high-performance gym that caters to elite athletes, as well as folks looking for the "everyday" workout. The gym has two basketball courts and Goldfarb hopes to attract professional sportsmen and women to train there. He has already amassed a variety of pro coaches and instructors. The gym is expected to open this summer.

Looking forward, Goldfarb and the rest at Xtreme Action Park are far from finished. The team is already planning for phase four, expanding the ever-evolving epicenter of entertainment with mini golf on the second floor that will overlook the center. The next expansion, which will bring the Park to 236,000-sq. ft., is set to add a "barcade" with a retro theme, and is expected to be completed after the summer.

"The future for us is scalability," Goldfarb said. "We can continue to evolve this location, and we're already in talks to build two more like it."

Goldfarb believes the multi-dimensional aspect of Xtreme Action Park



Games galore, too! With so much focus on the large-scale attractions, you might forget that games are a big part of the fun at the center.

will give it the legs to last a lifetime. He thinks a lot of entertainment venues focus on one dimension, whether that's bowling, laser tag, an arcade or another attraction, and he believes those one-

dimensional facilities may not last. "They will falter in the future. The market is already saturated," he said. "The problem with this industry is that it is so easy to get your foot in the door,

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but hard to really make something that will stand the test of time. We've built an 800-pound gorilla that has everything under one roof, which means we have more customers who are interested. Whether you're three years old or 80, you can find something you'll love at Xtreme Action Park."

The park doubles as headquarters for Goldfarb's PrimeTime Amusements as well, acting as a distribution center and warehouse for the company. The uniqueness of the park also allows Goldfarb to use it as a marketing tool, saying that whenever they have a client with a big budget, they strongly suggest they come to see so many attractions under one roof.

"We've done something here I don't think anyone else has," Goldfarb concluded. "We hope to share it with the world and show everyone that something as ambitious as Xtreme Action Park can work, and work well."

(Please read the related sidebar on the next page.)

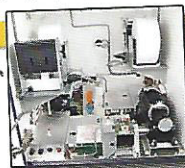
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Giving Back

Travel & Years in Amusement Biz Help Goldfarb Continue Philanthropic Work

Because of his global business dealings through PrimeTime Amusements and, more recently, Xtreme Action Park, David Goldfarb has been active in charitable efforts around the world, as well as locally. *RePlay* reported on his efforts in Haiti after the earthquake that struck the country in 2010. Since then, Goldfarb has remained active by providing logistical support to relief efforts.

Coordinating billions of dollars' worth of aid that must be distributed to hundreds of thousands of people requires boots on the ground, a reality Goldfarb has understood since his first efforts seven years ago and in his five return trips to Haiti.

"We would do a lot of our missions in the middle of the night," Goldfarb said of his efforts to distribute food and relief supplies in Haiti. During the worst days of the disaster, people were desperate for relief and Goldfarb says they would swarm any of the trucks attempting to deliver it, unless they could do it under the cover of night.

Despite his efforts to get the money pouring into the country into the hands of the people, Goldfarb says he saw a growing discouragement in the people he was trying to help. That had the affect of making his efforts to get relief into the far-strung reaches of the disas-



David Goldfarb during his trips to Haiti following the devastating 2010 earthquake.

ter-struck country even more difficult. He blames the continued lack of prosperity and safety of people in the country on mismanaged money and a corrupt government.

"This was the biggest problem, and will always be a problem there," he explained. "The money that was donated to Haiti unfortunately went into the wrong hands. And the Haitian people got discouraged when they saw billions of dollars pledged from all around the world come into their country, while very few of its people prospered. The earthquake gave them a chance to start from ground zero, but instead of being

able to improve their lives, the government took all the money and the citizens went into 'ground negative.'"

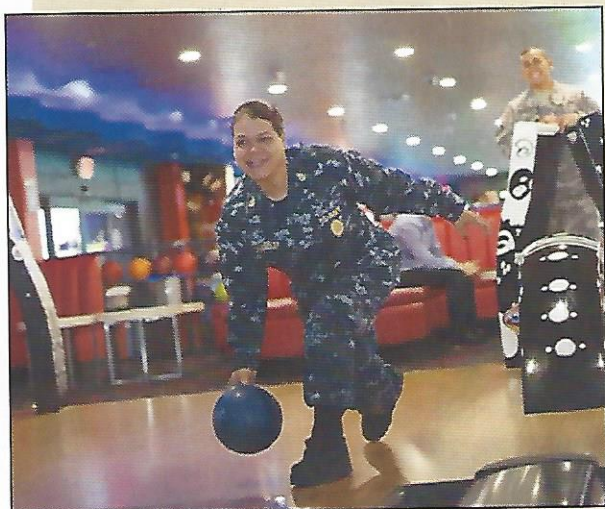
Even so, Goldfarb continued his Haitian trips until two years ago, making a total of six relief missions. He still stays active and cognizant of the issues in that country, plus helps efforts in his own community. The Florida-based businessman recently attended an Andre Bocelli concert raising money for disaster relief. He believes his unique ability to "start at ground zero," learned from years of transforming dilapidated buildings into dreamlike

amusement centers, has allowed for his successes in philanthropic work and is part of the reason he continues to do it.

"I think I'm at my best starting from ground zero," Goldfarb said. "That's where I do my best work. I can start from the negative and move to the positive in whatever little or big ways possible. That's where you're the most challenged, and that's my strongest skill set."

Primarily, Goldfarb credits his unique privilege of traveling to over 60 countries in his lifetime for his continued interest in philanthropy. Those experiences, he says, have given him a wide perspective of how life is lived in many corners of the planet. Without that, he believes it's hard to understand or empathize with the suffering and be inspired to act. Still, he encourages everyone to always watch for ways to help people around them, and if possible, take the time to travel and see how others live.

"For many Americans, it's hard to know how the rest of the world lives. Until you see that and experience it, you won't know how spoiled life in our country is. At the end of the day, our lives here are very simple compared to the rest of the world." Goldfarb concluded. "If you don't travel, you won't know that. Living here, you're not exposed to reality, and for most here, living is easy."



Xtreme Action Park does good deeds regularly, especially with the local military.

