

FACILITY SELF-ASSESSMENT CHECKLIST

This checklist will help you assess your facility and see it through the eyes of your customers. Fill this out honestly, because you're only hurting your business if you lie to yourself. For some of these sections, it may be hard to get an accurate grade if you're the owner. You may need to employ the opinions of family and friends.

Rating Scale: 5 is "perfect" and 1 is "very poor"

5 4 3 2 1

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Parking Lot

Things to consider: Is the parking lot easy to navigate? Are there enough spaces? Are the spaces clearly marked? Is there trash in the parking lot? Are there potholes. If applicable, is the snow plowed? Is the dumpster visible or hidden? Can you smell it?

Notes: _____

5 4 3 2 1

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Facade

Things to consider: Do you have clear building signage? Is it easy to spot the entrance doorway? Can you actually see any of the fun activities inside? Are your hours well-marked? Are there any lights that are out or malfunctioning?

Notes: _____

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Landscape

Things to consider: Is the grass clipped and maintained? Do you have dead plants or trees? Is any greenery overgrown and blocking signage?

Notes: _____

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Entry

Things to consider: Is there a carpet/rug to wipe your shoes? Can you see the front counter from the doorway? Do you have brochures and information available as guests arrive and leave? Is there a trash can at the entrance?

Notes: _____

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Front Counter

Things to consider: Is the counter staffed at all times? Do you have multiple terminals to accommodate multiple guests at once?

Notes: _____

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Layout

Things to consider: Is it easy for guests to find their way around your facility? Can you quickly spot the front counter, bathrooms, and party check-in?

Notes: _____

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Smell

Things to consider: What's the first thing you smell when you walk in? Do you smell fresh food, or cleaning supplies, or mildew, or staleness? Does the smell change in different parts of your building?

Notes: _____

5 4 3 2 1

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Sound

Things to consider: What's the first thing you hear when you walk in? Do you have music playing in the background, or do you hear arcade games. Is it too loud? Can you easily hold a conversation with others?

Notes: _____

5 4 3 2 1

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Staff

Things to consider: Does your staff greet guests when they enter the door? Do they thank guests for coming on their way out? How are they dressed? Do they smile? Are they easily approachable?

Notes: _____

5 4 3 2 1

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Overall Experience

Things to consider: From the moment you see the building to the moment you leave, what is your experience like? Do you walk away with an overall positive attitude? Do you have calls-to-action, brochures, or coupons to remind guests to return?

Notes: _____

Total Score:

10 - 20: There's a lot of work that needs to be done immediately.

21 - 30: You have a lot of room for improvement in many areas.

31 - 40: Your facility is average, but you have the ability to improve.

41 - 45: Great score. Take your facility to the next step and unlock your potential.

46 - 50: Your facility is just about perfect! Keep up the good work!