

Tennessee rink succeeds with multiple offerings

By Dionne Obeso

The town of Pigeon Forge, Tenn., has a population of just over 5,000, but calls forth a lot of traffic as a self-proclaimed "family vacation hub." Pigeon Forge has a lot to offer as a tourist destination, including theme parks, music venues and outlet malls, so a roller skating rink has to have an extra something special in order to attract the attention of locals and tourists alike.

Spin City USA, which is owned and operated by Larry Sorrell, is the kind of roller skating rink that can truly hold its ground against the wide range of other attractions. "On our busy nights, which are on the weekends, we do 300 admissions," said Sorrell's daughter and rink manager Jenny Leroux. "Weeknights are slow. We increase our attendance throughout the week with themed nights such as Local Night, Retro Night, and Old School Hip Hop Night."

One of the first things that you might notice when you arrive at Spin City USA is the use of color in the building. The outside walls are painted with bright and exciting murals that clearly announce that this is a place where fun is being had. The large, bright signs, the fun design of the building itself and the painted truck that is parked out front for parades all draw the eye and hopefully customers as well.

The second thing that you might notice about Spin City USA is the go kart track. This is no traditional track, looping



Spin City girls strike a pose.

around the building or taking up space in the parking lot. Instead, the go kart track makes up the open ground floor in a brilliant and very aesthetic building design.

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The upper story of Spin City USA is enclosed, and provides a roof for the go kart track so that the cars can operate in all kinds of weather conditions, most of which would shut down go kart tracks at other facilities. The track is also open to the air on all sides, so the fumes that

might build up in an indoor track are released harmlessly, providing Spin City USA go kart drivers with the best of both worlds.

Stairs

lead up the outside of the building and into the skate facility itself, where skaters can rent skates from the rental station, buy their own gear at the pro shop, spend some cash at the stuff shop, get a snack from the concession stand, or drop a

few quarters into the small handful of arcade games. They can also, of course, go skate. The skate floor itself is 10,000 sq. ft. of hardwood, enlivened with expert light patterns and designs as well as an

excellent sound system to get skaters of all ages moving. They welcome anyone three years of age or older onto the floor.

The festive atmosphere that is so prevalent on the outside of the building is continued throughout the entire rink. Murals that feature skating silhouettes



Bumper cars under the rink are a hit!

appear all over the walls, and even into the bathrooms, which are color coded: bright pink for girls, and a neon shade of green for the guys. Modern features like padded stools at the edge of the skate floor add functional style that makes little kids feel all grown up and provides a comfortable place for parents to rest and admire their junior skaters on the floor.

Spin City USA also features some jumbo-sized party rooms done in the same bright colors as the rest of the rink. The padded stools from the edge of the skate floor are continued into the party rooms, where they provide seating that prevents any "you're too close to me" shoving matches among birthday goers. "We can host dances, pep rallies, and youth lock-ins," said Leroux. The rink also welcomes anyone who has fun on skates, from jam skaters to roller derby girls. Their unique building and fun look encourages locals and passers-through alike to strap on some skates and join them at the rink that holds its own in the "family vacation hub" of the USA.

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