



BEAM Partners With:

# Ashley's Playhouse

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Ashley's Playhouse is a popular 5-star rated drop-in daycare center based out of Texas. Its founder, Ashley Pax, envisioned a fun, magical and memorable environment where children were engaged and parents felt comfortable leaving their kids. In order to achieve that goal, Pax made sure to include BEAM in her business plan from the start.

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# Ashley's Playhouse Is Designed to Be an Alternative to a Babysitter—and Way More Fun

Ashley's Playhouse is a drop-in child care center that opens early and closes as late as midnight on Fridays and Saturdays. The business model means there are both new and returning children between the ages of six and twelve coming in every day. Keeping things interesting around the playhouse becomes a major priority in order to keep children of various age ranges engaged and having fun.



## Ashley's Has Become a Huge Hit with the Community. But It Takes Fresh, Out-of-the-Box Thinking to Keep a 5-Star Rating



### Boredom is a major hurdle

How does a daycare engage children throughout the day, especially when those children vary in age and come and go on a constant basis? Ashley's must have entertainment that's versatile, highly engaging, and always fresh even for return kids.



### Entertainment built to WOW

Parents are the ultimate deciders in whether their children will return to Ashley's or not. So having entertainment that immediately stands out and wows parents and their children is huge for loyalty and word of mouth.



### Indoor friendly

Ashley's has both indoor and outdoor components. But eastern Texas is home to some severe thunderstorms, so playing outdoors isn't always an option. Having indoor entertainment that can keep kids engaged inside for hours is essential.

## Ashley's Playhouse Installs BEAM In Plain Sight of the Lobby to Engage Children and Parents Immediately

Pax had included BEAM in her business plan from the very start because it offered an attraction that few people had ever experienced or seen. BEAM gave Ashley's a chance to shine and do something no one else was doing. Children immediately engage with it and love telling their parents about it when they're picked up.

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### Final Result

BEAM's ability to capture parent and child interest and especially keep that interest across a wide age range for hours on end makes it the perfect fit for Ashley's Playhouse.



"It's a way to keep the day care center fun and engaging. It's a huge attraction for new customers and a selling point, because not lots of places have them. It's a competitive advantage."

*-Ashley Pax, Owner of Ashley's Playhouse*



## Ashley's Playhouse Understands That Staying Relevant and Fresh Means Looking Beyond Standard Attractions

BEAM gave Ashley's a chance to really shine by offering fresh entertainment that no other daycare was offering. And the kids absolutely love it. Contact us today to learn how your daycare facility can share the same great experience with parents and children.

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