

SOCIAL CAPITAL

RECREATION

SPORTS, FOOD AND BOCCE: READY TO BE 'EATER-TAINED'?



Andrea Scott says she had a bit of a late start to her career as a leader in fitness and recreation clubs,

starting in high-tech and then taking time off to raise her family.

She sold hard drives for a few months upon her return to the workforce, before she decided to pursue her passion for health and working out.

"I interviewed for a part-time sales position, and went through a few interviews. There was a GM position open at the same time and the company ended up offering me that role," Scott said. "And then of course, given my personality, I jumped in head-first. ... It was hard; I had to learn the entire business, but had so much fun and became very passionate about the industry."

Scott's career brought her to the Silver Creek Sportsplex in south San Jose, where she has been president since 2017. The Sportsplex is a more-than-200,000-square-foot recreational facility that offers fitness opportunities, is home to sports like soccer, hockey and martial arts, and hosts events and parties.

In March, the Sportsplex opened The 5 Social – an "eater-tainment" venue that combines food with fun, including bocce courts, cornhole lanes, arcade games, a 30-tap wall of craft beers, and multiple TVs so guests can keep an eye on their favorite sports teams.

"It took us a few goes. Originally, a trampoline park was going to be where The 5 Social is now," Scott said. But, she continued: "We never stopped moving forward. We always have the next best, greatest thing in the works, or at least on the back burner."

Is there a particular philosophy that drives your business? One of our core beliefs is to help people be healthy and happy. I get so much satisfaction from seeing people laugh and have a good time, whether that's while they're working out, while they're

► *Andrea Scott is president of the Silver Creek Sportsplex. Her dream is to make the Sportsplex into a one-stop recreation venue for families, complete with food, sports, games and electronic diversions.*



TOMAS OVALLE | SVBJ

eating, while they're in a soccer game, hockey game, or having a drink. A goal I have is to become a household name for fitness, fun, food and beverage.

Goals for the near future? Right now, there are several things happening. We are evaluating options to create permanent solutions for exterior activities such as fields, rinks, and fitness spaces.

Many people have enjoyed exercising outside, just like people enjoy dining outside. We are also adding to The 5 Social – additional activities and modules, added food and beverage ... creating a very energetic vibe!

We are trying to offer many different experiences all under one roof so when our guests arrive at the facility, they can get a workout in at ClubSport while the kids are in KidsWorld or participating in a class, then swim, steam or sauna, and shower.

Come on over to the other side of the building for a whole new experience – kids activities: Lil' Kickers soccer, a rock wall, jumping houses, the big arcade. Adults can choose to join a league, play bocce, cornhole or the many other activities we have to offer.

My dream is to have it be a place you come to in the morning and you don't need to leave until

the evening. It brings people together as a community.

The very essence of your business is bringing people together to have fun. How did your business adapt to Covid? The Sportsplex side was shut down for many months until we built the outdoor soccer field. And the club side, we also built outdoor areas for our members to stay healthy and active.

Moving forward, as the restrictions have relaxed, we are full steam ahead. The 5 Social was constructed during the pandemic. It wasn't planned that way – it was just the way the construction schedule landed, and we already have additional plans to improve that space.

How is the recovery going so far? In the past month, I have seen leaps and bounds. I think people are starting to feel more comfortable. They are coming out, doing social things and working out with others.

It was slow, ramping up, and then all of a sudden, it's gone wild. We are having a hard time keeping up and it's been difficult trying to hire. There seems to be a shortage of people who need work. I don't have anything to compare The 5 Social to because we just opened it, but it is booming.

► A CLOSER LOOK

Title and company: President, Silver Creek Sportsplex

Hometown: San Jose

Education: B.A., Business Administration; University of Portland

Company headquarters: San Jose

Year founded: 2007

Number of employees: 300

Are there any lessons that you've learned in your career that you've taken forward with you into your current role? This quote by Colin Powell – it's one that I use often with my team if they ask "How do I get ahead? What do I do?": "There are no secrets to success. Don't waste time looking for them. Success is the result of perception, hard work, learning from failure, loyalty to those for whom you worked and persistence."

When I read that years ago, that quote said it all in how I looked at my life in regard to success.

And as far as experiences, my parents really shaped the core of who I am as a person.

I have learned so much from the couple I work for and try and mirror how they treat others. I often find myself in situations where I'll ask how they would handle this situation before I speak without thinking, which is always a work in progress for me. That alone sticks with me every day, not just from past experiences, but it just continues to teach me daily.

Do you have any advice for other women who are also seeking leadership roles, anything that they should do or watch out for?

Be passionate about what you do. Money has never been my driving force, but if it is yours, that's great. Just be passionate about it or whatever makes you happy. Find something that helps you get up in the morning and get going. Work hard and never stop learning – I'm always learning. And as a leader and a person, put others first. **Z**

– Ryan Fernandez,
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