Some of the best business ideas center around solving a problem. A mom who was fed up with the lack of family entertainment options in Council Bluffs created her own alternative.

The Hub opened in May and has been consistently busy ever since, according to owner Brooke Hubbard. She and her husband Jeff, along with partners Leo and Nikki McIntosh, invested nearly $3 million to renovate the expansive facility. It features two trampoline parks, including one designed especially for young children, as well as a coffee shop, concession stand and day care.

Hubbard has been married for 16 years and has four children. She says family-friendly entertainment options in Council Bluffs were previously limited to a bowling alley and a movie theater. She had to drive to Omaha to reach the nearest trampoline park or bring her kids to tumbling and cheerleading activities.

When the local YMCA building came up for sale, Hubbard realized it was an opportunity. “I knew all the other mothers like me didn’t want to make the 40 minute drive to take their kids to activities in Omaha,” she says. “I understood the need the community had for family entertainment options — to be able to stay in town is huge.”

Besides recreational trampoline jumping, The Hub offers open gym and tumbling classes for children of all ages. It also hosts Elite Cheer, which has advanced training for competitive cheerleading.

The wide variety of activities means kids of all ages can find something to suit them. Hubbard points out that The Hub can serve as a great after school activity for the whole family, where kids can be active and parents can relax with a book or bring a laptop to take advantage of the free wifi.

The Hub caters to families on the go with its concession stand, which has items like hamburgers, french fries and chicken nuggets as well as pizzas made in-house. “I know how it is being a parent and going to activities for the kids. A lot of times it’s directly from work and there’s no time to grab something to eat,” explains Hubbard. “The Hub Grind coffee shop offers a pick me up for parents.”

The business fills another niche by offering children’s birthday party packages. “Before that there was nowhere to go to have a birthday party and rent a small party room, besides at a restaurant,” says Hubbard. “Our concept is family-friendly, fun and light hearted, which works well for birthday parties.”

Since the facility previously was a YMCA, which already had the space for a licensed day care, Hubbard says adding Jumping Monkeys Childcare made sense. It can serve up to 36 children, ranging in age from 2 to 6 years old. “We really wanted to have super active day care, kids can go upstairs into the trampoline park and run around in a huge space, even in bad weather,” says Hubbard.

One especially unique aspect of The Hub is its affordability. Hubbard notes that most franchise trampoline parks charge a daily fee that would be prohibitive for families interested in regular use. The Hubbards chose to be independently owned, in part, so that they can charge monthly membership fees as a gym would.

For $40 a month, kids can jump for two hours each day at the trampoline park. The regular fee for two hours is $21, which means with two days of use, the membership pays for itself. Family memberships are available for $99. “A lot of members come in five days a week. It’s a win-win. We figured if we’re open, we might as well fill up,” says Hubbard, adding that this saves parents hundreds of dollars.

The community response to The Hub has been “above and beyond what we expected,” according to Hubbard. “There’s really not a slow time. We thought it would be slow in the summer but it was extremely busy.”

The Hub employs between 60-65 people, most who are under 18. Hubbard says since it’s hard for kids to find opportunities in Council Bluffs, the business is filling a need in this area as well.

A number of residents have already thanked Hubbard for opening The Hub. “It’s been rewarding to see people supporting the building and the project,” she says. One area 5-year-old called The Hub his “favorite place in the world,” which made her especially proud. “I’m raising my family here and it’s neat to have an impact on what kids remember — to be part of their memories.