

## **Marketing Study:**

Elevating Arlington Heights with Golf VX:

### **Golf VX's Unparalleled Impact and Distinct Advantages**

Our core goals revolve around creating a golfing haven that transcends traditional barriers, warmly welcoming individuals of all ages and skill levels. We aspire to foster accessibility while offering an unparalleled entertainment destination for corporate events, social gatherings, and community engagements. Our flagship facility will feature 12 Golf VX T2 Simulator bays, a large putting green space, an arcade game area, and lastly a wide variety of delectable food and beverage options. Based on our future offerings, we believe that there is something for everybody to enjoy!

We are thrilled to introduce Golf VX, a golf simulator facility that promises an exceptional golfing experience while also offering an enticing range of food and beverage options. In this proposal, we will outline the numerous positive impacts Golf VX will bring to Arlington Heights, showcasing how we will enrich the lives of residents. We will also underscore the distinct advantages that set us apart from other offerings in the area.

### **Positive Impact of Golf VX:**

#### **1. Community Access and Inclusivity:**

Golf VX is dedicated to fostering inclusivity within the community. We will provide access to golf for all residents and non-residents, regardless of their experience level or ability, without imposing membership requirements or prohibitive fees. Our facility actively encourages participation from seasoned golfers and newcomers alike, fostering community engagement and building bonds.

To further strengthen our commitment to Arlington Heights families, Golf VX plans to introduce children's educational/instructional programs. This initiative exemplifies our dedication by offering children an enjoyable and educational golfing experience. Our aim is to create enduring memories for young residents and ignite their passion for the game. We look forward to partnering with local programs such as First Tee Chicago, Western Golf Association, and the Boys & Girls Club.

#### **2. Weather-Resistant Recreation:**

Chicago's climate can often limit traditional golfing opportunities, with an average of 133 days (about 4 and a half months)/year of rain. Nevertheless, Golf VX provides a year-round golfing

experience that remains immune to all weather conditions, offering residents the freedom to enjoy their beloved sport at their leisure. Our unwavering commitment to all-season accessibility guarantees that Arlington Heights residents can tee off whenever they choose, regardless of the prevailing weather conditions.

### 3. Culinary Excellence:

At Golf VX, our commitment to excellence extends beyond golf. Our restaurant offers a vast array of delightful dishes that are both tasty and fun for both inside the bay and in the common area, ensuring an enjoyable dining experience while you immerse yourself in your golf game or spend quality time with friends and family. Our diverse menu is sure to tantalize your taste buds, with beverage pairings from Arlington Heights first ever robotic bartender, the Makr Shakr. The Makr Shakr manages an impressive array of 158 bottles of spirits and juices, all elegantly hanging from a ceiling above the bar. Its sheer capabilities make it more than just a bartender; it's a seamless blend of technology, innovation, and craftsmanship.

### 4. Innovative Technology Meets Superior Quality:

Golf VX utilizes cutting-edge simulator technology to faithfully recreate the landscape of prestigious golf courses from around the world. Allow me to provide some exciting details about our facility's main attraction: the Golf VX T2 Simulator. This advanced simulator features a motor-controlled motion swing plate that accurately replicates the different inclines golfers often face when playing outdoors. Additionally, it boasts an auto tee-ball retrieval feature and two 3D motion sensor cameras that measure ball flight data at a best-in-class rate of 3800 frames per second. These cutting-edge features ensure an unparalleled golfing experience that closely mirrors the challenges and dynamics of playing on an outdoor golf course. While competitors may offer basic golf simulator services, our technology propels us to a level of realism that is simply unrivaled. Winners Golf, another indoor golf facility located in Arlington Heights, utilizes the Uneekor simulator system which does not include this motion swing plate and auto-tee retrieval system. Golf VX's commitment to offering the most comprehensive and immersive player experience will captivate seasoned golf enthusiasts while also extending a warm welcome to newcomers. We (Golf VX) take great pride in introducing Arlington Heights to the future of indoor golf entertainment.