

**BLIND SHOT**  
GOLF & SOCIAL CLUB

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## BLIND SHOT OWNERSHIP

MEET THE OWNERS WHO HEAD UP OUR MANAGEMENT TEAM



Michelle has spent the whole of her adult, working, life in the service industry. Of the fifteen years she has lived in Madison, WI, twelve of those have been spent serving or bartending at some of Madison's most favorited establishments. The last three years she has been the General Manager of a busy, (last year this restaurant saw over 2.5 million sales), brunch restaurant located in downtown Madison. With a staff of 40+ and profit seeing growth of 6.5% year-over-year, Michelle is no stranger to the importance of developing on-going customer relationships or controlling costs when it comes to growing and sustaining a food-related business in a highly competitive market like Madison.



Brent is a southwest-Wisconsin native. He has been working in the golf industry for over 19 years. His golf career has included caddying, teaching the game, and repairing and fitting clubs. Brent has also successfully managed an indoor, simulated golf facility in Santa Monica, CA and has operated his own indoor golf performance business in Beverly Hills, CA. Most recently, Brent has been the Director of Instruction at The Oaks Golf Course in Madison, WI for the last four seasons.

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## THE VISION

Many major metropolitan areas in the United States have signature indoor golf facilities. Many of which have grown into franchised businesses. Blind Shot Golf and Social Club will be that facility for the city of Madison. We will grow the game of golf as we grow our own company by placing an emphasis on making the game welcoming and easily accessible to all. We will take a thoughtful approach to business, entertainment and the development of employee-member relationships.

Our goal is to provide the Madison golfer and non-golfer with an enticing alternative to outdoor golf when time, weather or proximity prohibit traditional play. We provide a realistic golf experience in a comfortable environment, turning the local golf season from 180 days to 365 days per year. We also provide a unique alternative to the traditional day or night out.

Each of our state-of-the-art golf simulator units, at the Garver Point (177 S. Fair Oaks Ave. ) location, will be linked to a global network to allow competition and record keeping. Customers will be given the option to register a user name and keep track of their scores, see how they stack up with other users of the system, and track their performance throughout the year. Game software will also allow for tournaments to be played with real time scoring and statistical breakdowns of the entire field.

A group of four can play 18 holes in about 2 hours on a wide variety of courses for only about \$30 per simulator bay. Compare this to a 4-5 hour round on a local golf course that can cost anywhere from \$45-\$90 per player depending on where you play.

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## VISION (CONT.)

Leagues will be an integral part of Blind Shot. Both during the “peak-season” (fall, winter, early spring) as well as during the “off-season” (summer). The leagues are also a great option for golfers who otherwise don’t have the time to spend on the course, or cannot make the afternoon starting tee times typical of outdoor leagues.

In addition to offering golf year round Blind Shot will provide merchandise and gear sales ranging from branded hats & polos, to branded golf bags and custom golf clubs. Brent is a master club fitter for several golf equipment companies and is a regional fitter for Titleist golf. Along with club fittings Brent will also conduct private and group golf lessons utilizing his 18 years of teaching experience in the game.

Evocative of the 1960s, Blind Shot’s creative cocktails are based on the classic drinks of yore, served up with a twist of trend. Large format cocktails will be available as well. Complimenting this dynamic list of mixed drinks, beer, wine and non-alcoholic spirits will be a small menu of local-ingredient driven plates. Both our food and cocktail menus will change frequently, if needed. Keeping both menus small will enable us to cultivate some really unique and tasty drinks and dishes, while ticking of different dietary preference boxes important to customers today.

Blind Shot Golf & Social Club is a unique concept to the Madison area, in its totality. There is no shortage of restaurants and bars in Madison. There are facilities with golf simulators within a short commute as well. But there is not a facility that thoughtfully combines all three aspects. Blind Shot Golf & Social is the multifaceted, modern golf establishment prepared to fill a hole in the sports and entertainment market in Madison.

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# SIMULATOR PRICING / MEMBERSHIPS

## **Standard Membership (Monthly - Cancel Anytime)**

-Unlimited off-peak simulator rentals\* (Monday - Friday, Open - 5pm)

-1/2 off peak simulator rentals

-Whether booking one lesson, or a larger package, receive 20% off all lesson prices.

-20% off food and drinks for yourself plus one

**\$175.00 per Month**

## **Additional Memberships**

We will be offering annual, couples, corporate and discounted tenant memberships to the 161 residents of the Garver Point apartment building upstairs.

## **Peak Hourly Simulator Rates**

(Saturdays and Sundays All Day + Night / Weekdays after 5:00pm)

**\$35 per Hour**

## **Off-Peak Hourly Simulator Rates**

(Monday - Friday, Open - 5pm)

**\$25 per Hour**

\*Up to 90 minutes per day.

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## MARKET OPPORTUNITY

Central Wisconsin has roughly 180 “freeze-free” days per year. Of those 180 days, 40 of them (on average) will see thunderstorms, according to [www.aos.wisc.edu](http://www.aos.wisc.edu). For the people of Dane County, where the demand for golf is double that of the national average (Edgehill Golf Advisors, in a 2018 study commissioned by the City of Madison, found that the number of golf-playing, Dane County-Wisconsinites is twice that of the national average, about 7 percent), our facility gives those golfers the opportunity to play golf day or night, rain or shine, all year round. For most of the game’s history, golf has been a sport confined exclusively to people with lots of time, lots of space and lots of money at their disposal – three things that will forever hamper its ability to scale, critics say. But, you could look at this problem another way. It’s quite incredible, really, that golf was able to thrive at all by appealing to such a tiny minority of the population. Because it has, golf sits on an opportunity unlike any other in sport; a giant, relatively untapped, market of people waiting to be exposed to the game. There are numerous businesses, world-wide, that have created successful business models by combining modern golf and entertainment. Look at Top Golf, for instance, no golfing ability is required to have a good time there. They provide a game, utilizing traditional golf components, that anyone can play, and win. Their facilities are uber-modern, also offering food, drink, and music. Across the world, their locations see 45,609 visitors a day. 54% of these guests are between ages 18 and 34 and 51% have never golfed before. It’s the modern take, and opportunity to break out of normal routine and do something new that is drawing so many people to these facilities. We believe that the 6,700 25–34 year olds, who make \$60,000 or more a year annually, and live within five miles of the proposed Blind Shot Golf and Social Club location, (according to [referenceusa.com](http://referenceusa.com)) will view our facility the same way the rest of the country views this up and coming industry, as a welcome alternative to the normal bar and restaurant scene in Madison, WI, and a fun and engaging way to spend a day or night out.

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## COMPETITION

7 Iron Social Club is a new indoor golf bar located on State Street. They currently have five simulators, bar and kitchen. They have a, "country club look with a contemporary, rustic barn feel." They use Full Swing Simulators. Shortly after opening they changed their member options and went to an hourly structure. They are located on the second level of an older building on State Street. Finding parking near State Street is notoriously tricky, as no cars, save for taxis and buses are allowed on the road. Many customers may find the difficulty in parking particularly taxing on inclement or colder days, especially with clubs in tow. 7 Iron will be first to market as an indoor golf facility in Madison, WI, but it's location, and a small fried food only menu may hinder it when it comes to attracting anyone beyond college students looking for a night out.

Door Creek Golf Course, located 25 minutes from downtown in Cottage Grove has two simulators. Having indoor golf in close proximity to an outdoor course is a nice amenity for the golfers. Unfortunately, Door Creek is located out in the country away from most of the city and the restaurant is not open full time during the winter hours for simulator users

Vitense Golfland is an outdoor driving range and indoor/outdoor miniature golf course. They have an established presence on golf in west Madison. Some of the hitting stalls are heated and equipped but are still exposed to winter wind and snow. Additionally, despite a renovated range and launch monitors you are still hitting worn out range balls and not real top of the line golf balls

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# COMPETITIVE ADVANTAGE

## OWNERS EXPERIENCE

Given the relatively new industry of simulated golf entertainment, Brent having nearly a decade operating and managing a simulated golf facility is a unique level of experience that is difficult to replicate. (The notion that an indoor golf facility can be a solvent establishment in an area like Los Angeles, with over 300 sunny, 65 degree days a year, helps to prove that in a golf- hungry community like Madison, with less than 180 days of golf-possible weather days, an indoor facility can definitely be successful.)

Michelle has worked in the service industry of Madison, WI for over 15 years. From weddings to volleyball leagues, UW Badger Football Game days to Mother's Day brunch, there is hardly an occasion that exists that she has not bartended for. Having served hundreds and hundreds of people over the years has provided an education in customer service that can only be learned through hours of hard work. Michelle has spent the last four years of her working life as the General Manager of a very busy, downtown brunch restaurant. The business, industry and personal connections made through this position have proven to be, and will continue to be, invaluable. Not to mention the hands-on education in staffing, cost management and day-to-day business operations, plus the ability to budget, read trends and problem solve.

## LOCATION

Blind Shot Golf and Social Club will be located in Madison's Atwood neighborhood, in the Garver Point building at 177 S. Fair Oaks Ave. The building itself is fully occupied with 161 single and multi family units. Additionally, a new 100 unit apartment building will be completed directly across the street from Blind Shot. It's close proximity to major thoroughfares like US 151, WI-30, I-94, Highway 51 and 12/18 makes it easily accessible from anywhere in Madison, as well as from surrounding communities.

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## COMPETITIVE ADVANTAGE (CONT.)

Although some locations in Downtown Madison may, on the surface, appear more desirable, once you take into consideration traffic congestion during peak hours and parking restrictions in that area, those locations can lose their appeal. Especially if you consider that some of the core clientele and the repeat customers being targeted will be bringing their own golf clubs with them. A bag of golf clubs weighs 45lb on average. That is a lot to be carrying around. Blind Shot's ample parking, optional club storage and more expansive menu give it a definitive edge over its direct competitor.

## DESCRIPTION OF PREMISES

Our business will be located on the first floor of the Garver Point apartment building at 177 S Fair Oaks Ave. The building has 161 fully occupied units, underground resident parking, 40 tenant and customer parking stalls, as well as street parking. Our facility is an L shaped corner unit on the west side of the building. We have over 100 feet of street exposure on Fair Oaks. In addition to our 5,400 square feet of interior space with 12 foot ceilings, we have an expansive outdoor patio.

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## STARTERS

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**GARLIC DILL OYSTER CRACKERS 3**  
Classic Soup Cracker / Seasoned for snacking.

**BLIND SHOT BILTONG 9**  
Grass-Fed Beef, seasoned in a house blend of spices and cured.

**FRIED GOAT CHEESE BALLS 10**  
Nordic Creamery Goat Muenster / Panko / Honey

**DEVEILED EGGS + CAVIAR 12**  
Salmon Caviar / Parmesan & Black Pepper Kettle Chips

**COCKTAIL MEATBALLS 10**  
Beef & Pork Meatballs / Hoisin Glaze / Butter Lettuce / Sriracha Mayo Dipping Sauce

**FANCY PIGS IN A BLANKET 10**  
Nueske's Granny Smith Apple and Chicken Sausage / Borsin Cheese / Puff Pastry

**FRIED NOODLE WRAPPED SHRIMP 14**  
Fresh Gulf Shrimp / Asian Egg Noodles / Coconut Sweet Chili Sauce

**SMOKED SALMON DIP 10**  
Cream Cheese / Smoked Salmon / Horseradish / Cucumbers & Crostini

**PRETZELS + DILL PICKLE DIP 6**  
Dots Homestyle Pretzels / Cream Cheese / Sweet Onion / Dill Pickles

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## SALADS & SANDWICHES

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**BILTONG & BURRATA 12**  
Butter Lettuce / Biltong / Burrata / Oranges / Candied Walnuts / Orange Vinaigrette

**FARRO SALAD 11**  
Farro / Arugula / Apple / Parmesan / Toasted Pecans / Honey-Dijon Vinaigrette

**ROASTED BEET & GOAT CHEESE 11**  
Arugula / Beets / Avocado / Goat Muenster / Pistachios / Pickled Red Onion / Maple-Dijon Vinaigrette

**MONSTER WEDGE 12**  
Iceberg Lettuce / Bacon / Hardboiled Egg / Avocado / Tomato / Bleu Cheese / Crispy Onion / Honey-Mustard Dressing

**Add-ons: Shrimp 6 / Grilled Chicken 3 / Biltong 4**

**Sides: Greens / House Chips / French Fries / Cup of Soup +2**

**SLIDING SMASH BURGER 3**  
Soft White Bun / 2 oz Umami-Dusted Grass-Fed Beef / Aged-Cheddar / House-Pickles

**FRENCH ONION GRILLED CHEESE 10**  
Sourdough / Beer Braised Sweet Onions / Apple Smoked Gruyere / Cup of House Soup

**MEATLOAF SANDWICH 12**  
Sourdough / House-made Beef & Pork Meatloaf / Gouda / Butter Lettuce / Apple Butter

**SHRIMP ROLL 14**  
Potato Roll / Gulf Shrimp / Mayo / Bacon / Celery / Old Bay / Ritz Crackers

**BLIND SHOT BURGER 15**  
Soft White Bun / Grass-Fed Beef / Apple Smoked Gruyere / Carmelized Onions / Arugula / Rosemary Garlic Aioli

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## ENTREES

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ENTREES COME WITH CHOICE OF POLENTA / MASHED YUKON GOLD POTATOS / HOUSE FRIES

**CHIMICHURRI PORTABELLA STEAKS 15**  
Portabella Mushrooms / House Chimichurri

**NORWEIGIAN MEATBALLS 14**  
House-made Beef & Pork / Bread Crumbs / Onions / Salt & Pepper

**BEEF BURGUNDY 18**  
Grass Fed Beef / Red Wine / Carrots / Pearl Onions / Mushrooms / Bacon

**MEATLOAF 16**  
House-Made Beef & Pork / Onions / Apple Butter / Ritz Crackers

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## DESSERTS

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ALL \$8

### COCKTAIL JIGGLERS

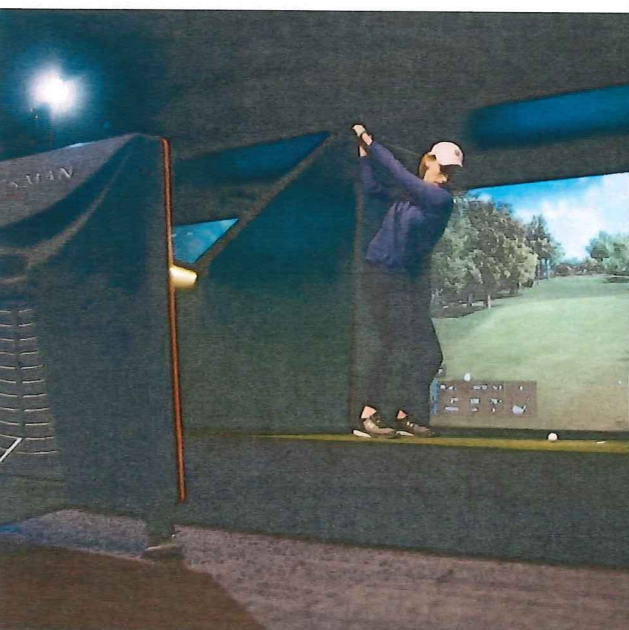
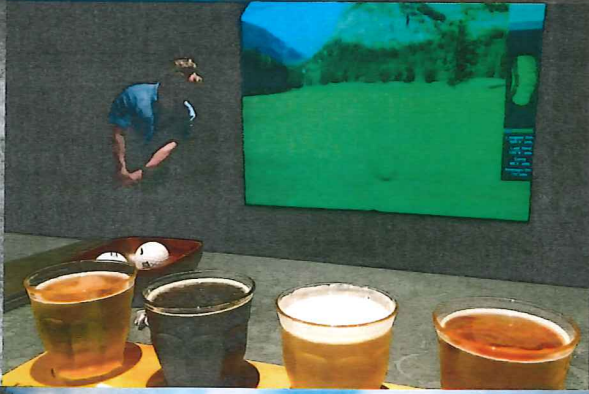
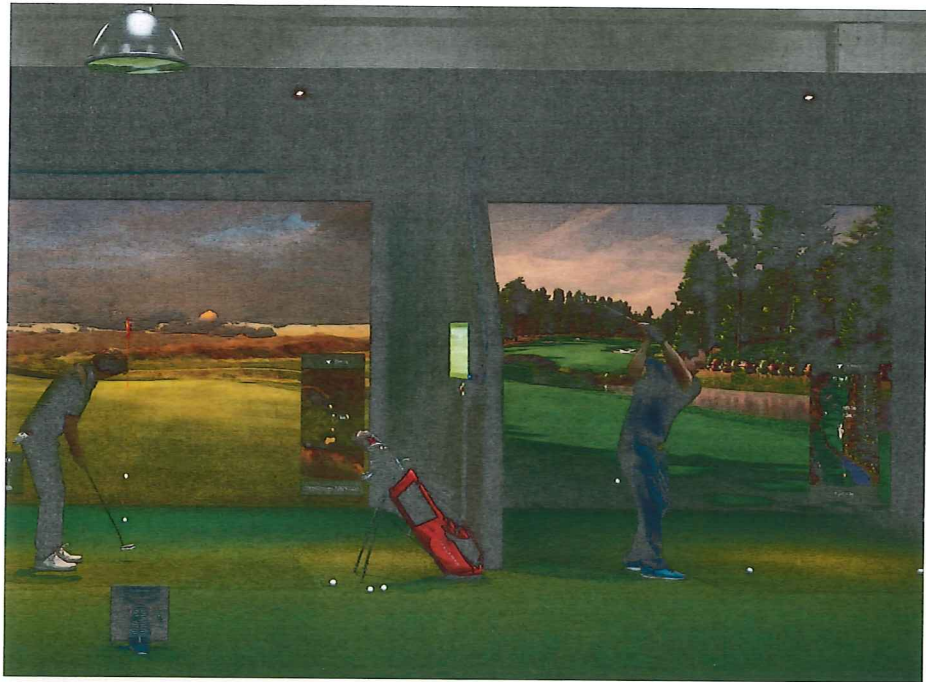
This jello is all grown up and taking its cue from classic cocktails.

Choose from:  
Brandy Old Fashioned Sweet / Whisky Sour / Gimlet / Mojito

**7UP FLOAT**  
'you like it... it likes you!'  
Chocolate Shoppe Rainbow Sherbet / Fresh Berries / 7Up

**CHOCOLATE CARAMEL CHIPS**  
Salty meets sweet.  
Crunchy Kettle Chips / Chocolate / Caramel / Heath Toffee / Vanilla Ice Cream

**ANGELS & DEVILS**  
Obscenely Large.  
Angel Food Cake / Devils Food Cake / Ambrosia Salad



PRACTICE COURSES MORE

# TRACKMAN VIRTUAL GOLF

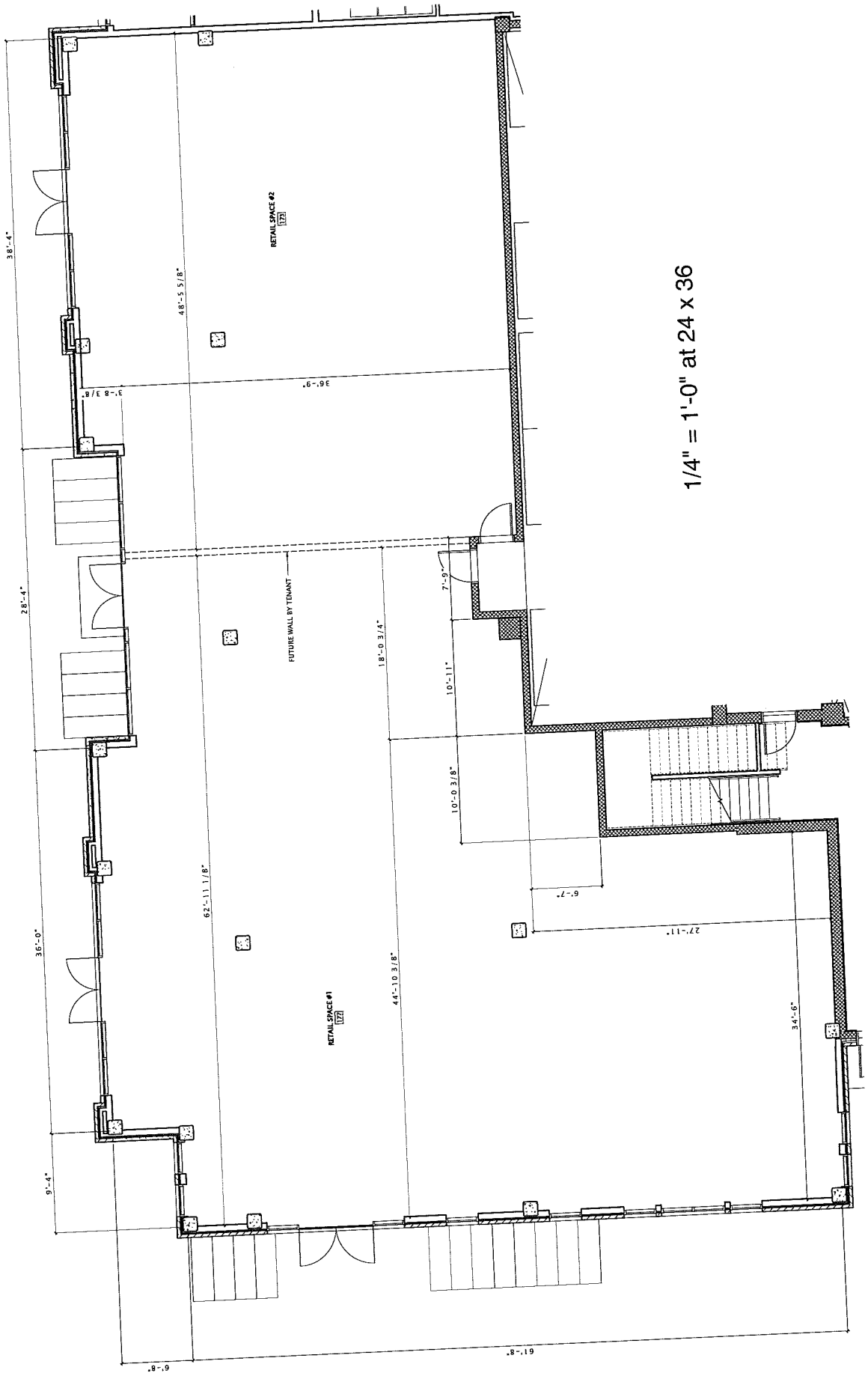
Get access to the most realistic, fully georeferenced virtual representation of famous golf courses. Practice and play while experiencing a beautiful 3D visual for hyper-realistic gameplays.

[DOWNLOAD VIRTUAL GOLF](#)

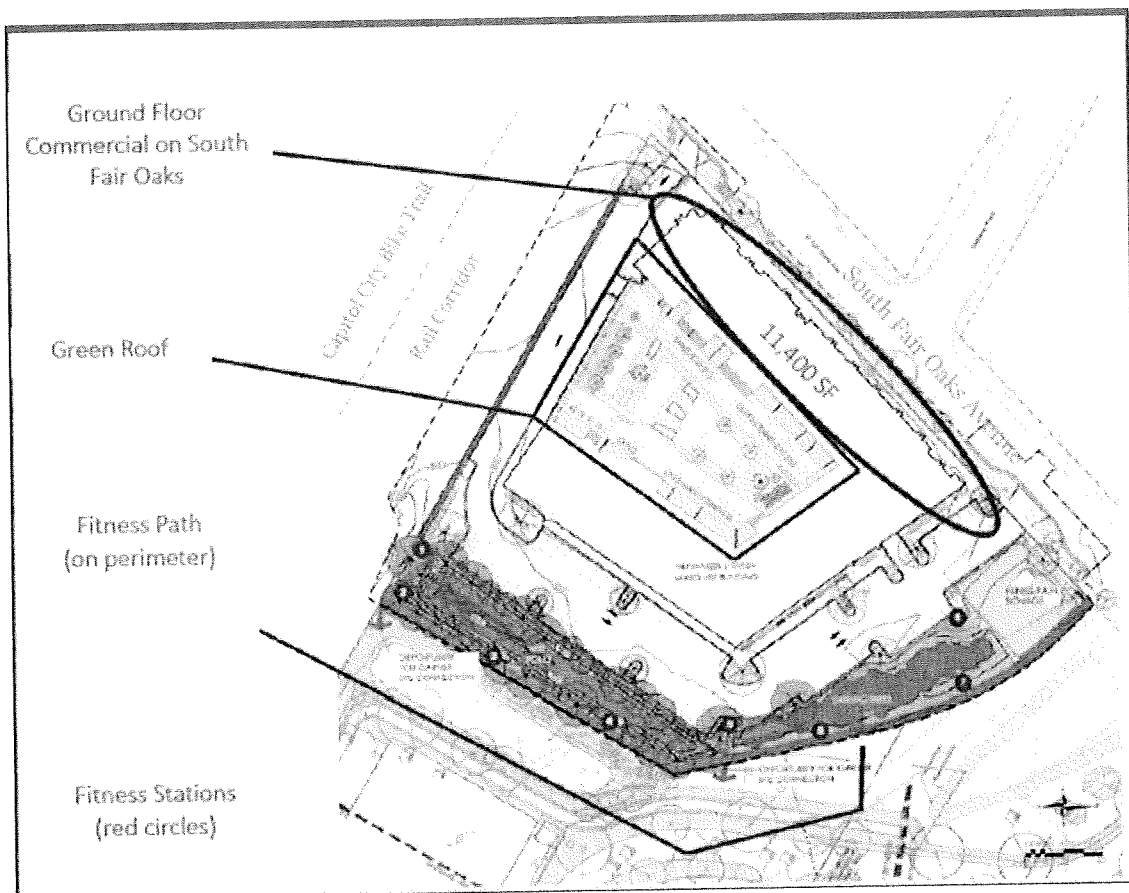
TrackMan Virtual Golf Games On Course Practice

TRACKMAN





### Site Plan of Project



B.

### Floor Plan of Premises

