

BLUE JEANS GOLF

A Golf Transformation Company

**APPLICANT'S PRESENTATION FOR
LEE'S SUMMIT PLANNING COMMISSION**

DECEMBER 8, 2022

COMPANY OVERVIEW

- Blue Jeans Golf acquires and invests in golf driving ranges, transforming them with strategic capital investment, technology, and operational programming
- Our team is made up of five ex-Topgolf leaders with expertise across real estate, design, development, construction, operations, marketing, and finance
- As recreational golfers and leaders helping grow Topgolf to over 30 million visitors, we have a passion for golf and community building around the game
- Blue Jeans Golf is headquartered in Dallas, Texas and we currently own and operate Golf Quest, a 72-bay driving range facility in Brookfield, Connecticut

THE ORIGINAL GOLF QUEST

Brookfield, CT

Prior to Blue Jeans Golf Ownership



THE NEW GOLF QUEST

Transformed in 2022





NEW CUSTOMER JOURNEY



NEW TECHNOLOGY



NEW BRAND



AcRo ProZz

3 reviews



★★★★★ a month ago

Staff was amazing the place is getting renovated and they still had time to let us hit a few buckets they also just got all this new tech its a must visit



steve marks

8 reviews · 18 photos



★★★★★ a week ago **NEW**

I had been a regular at golf quest before the top tracer transformation and just went back for the first time since the renovation/ upgrade to top tracer and under new management. I was curious to see how much had actually changed, what the prices were, and could I still use my old golf quest tokens. I was EXTREMELY impressed. The outside of the building looks new (power washed), the lobby was redone, the short game area looks to be redone with two chipping mats into a 15-20 yard green with multiple hole locations. For the range itself, there are more pin locations, every bay has a top tracer screen, all the mats have been replaced with a new longer turf mat that features an alignment crosshair (I found this to be extremely useful for ball positioning). I hit a few balls to warmup then played simulated rounds on the top tracer and found it to be more enjoyable and productive than a typical day at the range. I paid about 25\$ for 120 balls, and then on my way out asked about my old tokens and old while they won't work in the machine anymore they will honor them. I was thoroughly impressed and hope that the range thrives with the changes and new management!



Christopher Prisco

9 reviews



★★★★★ a month ago

First day open since the remodel with Top Tracer. Place is day and night from last year. This place is closer than Chris Cotes so I think I'll be coming here more. Both equally as good. Very friendly new owners so I wish them luck!



Chris Faxon

Local Guide · 60 reviews · 20 photos



★★★★★ 3 weeks ago **NEW**

Much better with the new ownership

DIFFERENT EXPERIENCES

5-Star Reviews

**OUR VISION FOR THE former
FAMILY GOLF PARK...**





signage location





Covered Hitting Bays

Climate-Controlled Capability

Latest Ball Tracking Technology

Enhanced Atmosphere

Premium Mats & Balls

THANK YOU!
