





<u>Project Rationale – Golf Evolution Inc.</u>

Location – Unit 200, 2544 Enterprise Way, Kelowna, BC, V1X 7X5



Proximity to other social/recreational facilities and public buildings – Golf Evolution is located in between the BMW Car Dealership and the Honda Car Dealership. There are no social establishments in our immediate area however there is Cactus Club on Banks Road that isn't too far from our building. There is a recreational building in our complex, located behind our building at 2540 Enterprise Way called Ninja Gym Kelowna. There is also another recreational building called Simplex Sportszone located between Banks and Hwy 33. Other publicly accessible buildings include Kelowna Car Centre, Supplement King, Iron Nation Gym, Strong Roots Flooring, Innolux Cabinets, Fix Auto, VPS (Car detailing/autobody), Michaels, Home Depot, Golf Town. Commercial/Retail complexes on Banks/Enterprise/Harvey.



Person capacity – Our General Permit 15070 allows a maximum capacity of 40 people.

Hours of Liquor Service – We plan on being open from 9am – 11pm daily and we can see the need for liquor service to be either from 9am or 11am as per City Council's recommendation. With the tourism season, we can envision many folks coming in with friends while on holidays prior to 11am and perhaps wanting a coffee and baileys for example.

Number of/and Market Focus of liquor-primary license establishments within a reasonable distance of Golf Evolution – Cactus Club, Joeys, Montana's, 97 pub are all establishments within a short distance from 2544 Enterprise Way. Market Focus are families and adults for social experiences.

Impact of Noise on the community in the immediate vicinity of Golf Evolution – We are directly across from a Weight lifting Gym that is open 24 hours/day and next to an upcoming Orthodontist business. We will have ambient music playing that will not contain explicit lyrics to the best of our ability and the sounds of golf clubs striking a ball, and social chatter. We will be hanging noise dampening platforms from the ceiling in our unit and noise dampening material on the wall adjoining us and the Orthodontist office. Typically, we will be our busiest when the Orthodontist office would be closed for the evening.

Impact on the community if approved — Golf Evolution will, in our humble opinion, meet a growing and desired need in Kelowna. We will be the premium choice golf simulation business in Kelowna that offers not only golf simulation fun for the community but also golf instruction/coaching for the young and old to enjoy.

Golf Evolution will also look to partner with local charities to positively impact the community in which we conduct business. We have already partnered on a charity hocky/golf tournament where we were a title sponsor to raise funds for the Kelowna Food Bank.

We want to partner with the local school programs (University & High School) to offer coaching and practicing in our facility.

We will also have golf club maintenance on things like shaft replacements, club head repairs, club fitting, and grip replacements. Where we will be different is with our approach. We will have much more room than other establishments in terms of Bays/Square footage. Having more room to swing and socialize is a premium offering in Kelowna. In addition, we will offer a food and beverage serving, focused on a customer service mentality that want to create a social atmosphere for anyone entering our space.

To summarize, we want to create an establishment that benefits golfers and the community. Improving golfer's abilities, benefits the individual's skills and enjoyment of the great game. This will indirectly, positively impact the local golf courses that they go to, and all the golf course's staff. While also being able to offer a casual menu for guests who just like a social environment.