

# BLUE JEANS GOLF

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*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

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5-Star Reviews



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















**Covered Hitting Bays**

**Climate-Controlled Capability**

**Latest Ball Tracking Technology**

**Enhanced Atmosphere**

**Premium Mats & Balls**



# THANK YOU!

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