



## FOR IMMEDIATE RELEASE

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## Topgolf Swings into Jacksonville, Continues Florida Expansion

*The global golf entertainment company will begin construction next month*

**JACKSONVILLE – Sept. 15, 2015** – Golf entertainment leader [Topgolf International](#) today officially unveiled Jacksonville as its second Florida location. **Topgolf®** will begin construction on the 65,000-square-foot facility in October; the venue is expected to open to the public in summer 2016.

Topgolf Jacksonville will be situated on 15 acres east of St. Johns Town Center and south of Town Center Parkway, west of I-295. Topgolf was represented by local attorney Paul Harden for the transaction.

Topgolf, which opened in Tampa last December, is the only entertainment center of its kind, offering competitive golfing games for all ages and skill levels and advanced technology to track players' shots. Those who just want to relax can enjoy the upscale, laid-back ambiance that boasts more than 230 high-definition flat-screen TVs and an extensive food and beverage menu.

“Jacksonville offers everything Topgolf looks for in a location – proximity to local corporations and a major shopping destination in St. John’s Town Center, fantastic demographics, a fast-growing population, a golfing community and a city that promotes outdoor recreation,” said Topgolf Vice President of Real Estate Zach Shor. “Our Tampa location has already broken company records for attendance, and we see a lot of potential for our concept to grow in the state of Florida. Topgolf Jacksonville is the perfect destination to continue that expansion.”

The new three-level location will include up to 3,000 square feet of private event space and 102 climate-controlled hitting bays that can host up to six players at one time. Shor estimates that Topgolf Jacksonville will serve approximately 450,000 visitors in its first year of operation, attracting tourists from as far away as Savanna, Ga. and Daytona. Nearly half of all Topgolf guests describe themselves as “non-golfers.”



“Topgolf choosing Jacksonville for just its second location in Florida is another example of a national company recognizing the growth and strength of Northeast Florida’s economy,” said Jerry Mallot, president of JAXUSA Partnership, the economic development arm of JAX Chamber. “When we’re talking to companies about the excellent quality of life in Northeast Florida, golf is always at the top of the list, and adding a Topgolf will boost our region as a golf destination.”

Topgolf’s economic impact in its local communities is remarkable, creating 450 full- and part-time jobs at each location and serving as an anchor tenant that tends to attract other popular franchises to the area. In fact, its economic output in Jacksonville alone is expected to exceed \$264.5 million over a 10-year-period, according to a third-party audit.

“Businesses like Topgolf choosing to locate here proves Jacksonville is the best place to start and grow a business,” Mayor Lenny Curry said. “This facility will add another entertainment venue to Jacksonville’s offerings for our residents and visitors alike. Announcements like this show Jacksonville is open for business!”

Residents can track Topgolf’s site progress in Jacksonville at [facebook.com/topgolfjacksonville](https://facebook.com/topgolfjacksonville) and [@TopgolfJax](https://twitter.com/TopgolfJax) on Twitter and Instagram.

### **About Topgolf**

Topgolf is a global sports entertainment community creating the best times of your life, with 22 locations serving a projected 8 million guests annually. Players hit golf balls containing computer microchips that track each shot’s accuracy and distance while awarding points for hitting targets on the outfield. Each facility offers an upscale and playful experience, featuring an impressive food and beverage menu, music, games, climate-controlled hitting bays, and hundreds of HDTVs. Topgolf also brings fun, interactive experiences to the community through its Topgolf U lessons, leagues, tournaments, KidZone parties, and social and corporate events. To learn more about Topgolf, visit [www.topgolf.com](http://www.topgolf.com).

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