

# Topgolf Already Aiming to Open Second Charlotte Location

Topgolf's first Charlotte location opened last Friday

CHARLOTTE, N.C., June 9, 2017 /[PRNewswire](#)/ -- After a successful grand opening today, global sports entertainment leader **Topgolf**® announced it is pursuing a second Charlotte venue in the northern part of the city.

"Charlotte's fast-growing population, demographics, climate and business-friendly culture are ideal for Topgolf," said Topgolf Chief Development Officer Chris Callaway. "The excitement surrounding the opening of our first venue last week has inspired us to begin pursuing a second location right away."

The second Charlotte venue would be located at the northwest quadrant of the interchange of I-85 and West Mallard Creek Church Road. This location is approximately 26 miles from Topgolf Charlotte when traveling by car. The second Charlotte venue would be part of a multi-use development that would also contain apartments and retail and restaurant uses. The development of the new Topgolf project is dependent upon the Charlotte City Council approving the rezoning of the site. The Public Hearing on the rezoning request was held on May 15, and the Charlotte City Council will make a decision on this rezoning request in the near future.

Through the premium experience of play, food and music, Topgolf is inspiring people of all ages and skill levels – even non-golfers – to come together for playful competition. Guests can enjoy point-scoring golf games using microchipped balls that instantly score themselves, showing players the accuracy and distance of their shots on a TV screen in their hitting bay. The venues also feature an outstanding chef-driven menu, top-shelf drinks, big screen TVs and music in climate-controlled hitting bays for all-seasons comfort. Year-round programming includes events for kids and families, social leagues, golf tournaments, golf instruction and more.

Topgolf venues include approximately 3,000 square feet of private event space and 102 climate-controlled hitting bays that can host up to six players at one time. Topgolf estimates it will serve approximately 450,000 visitors in its first year of operation. Nearly half of all Topgolf guests describe themselves as "non-golfers."

"Topgolf is a remarkable destination asset and we are thrilled they chose University City for their second location," said University City Partners Executive Director Darlene Heater. "This investment will provide a recreation amenity for our community and those nearby, add jobs to our employment base and support local schools and charities through their community engagement programs."

Topgolf's economic impact in its local communities is remarkable, creating 500 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, this second location in Charlotte is expected to exceed \$264.5 million in economic output over a 10-year period, according to a third-party audit.

Residents can learn more at [Topgolf.com/charlotte](http://Topgolf.com/charlotte).

## About Topgolf

Topgolf inspires the connections that bring people together for unforgettable good times. Whether it's a date night, girls' night, family outing, happy hour, work breakfast, lunch hour or any other kind of hour, Topgolf makes socializing a sport – literally. Through the premium experience of Play, Food and Music, Topgolf is inspiring people of all ages and skill levels – even non-golfers – to come together for playful competition. Topgolf also brings interactive experiences to the community that facilitate shared moments and deep relationships through Topgolf U golf lessons, weekly leagues, The Topgolf Tour competition, KidZone parties, social and corporate team-building events, and the World Golf Tour (WGT) app. Each venue features high-tech, climate-controlled hitting bays for year-round comfort, delicious food and beverage, live events, music, hundreds of HDTVs and outstanding hospitality. With 33 venues entertaining 10.5 million Guests annually and the world's largest digital golf audience, Topgolf is creating the best times of your life both in-venue and online. To learn more about Topgolf, follow @Topgolf or visit [www.topgolf.com](http://www.topgolf.com).

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