

Topgolf Announces its 11th Texas Location in Pharr, Near McAllen

The global sports entertainment company plans first venue in the Rio Grande Valley

MCALLEN, Texas, Oct. 5, 2017 /PRNewswire/ -- Global sports entertainment leader **Topgolf®** today announced Pharr, near McAllen in the Rio Grande Valley, as home to its 11th location planned in Texas. Topgolf will begin construction on the 55,000-square-foot venue later this year with an expected opening in winter 2018.

"As a family friendly, fun and engaging venue, Topgolf is a trailblazing attraction that meets the entertainment needs of a broad demographic," said Pharr Mayor Ambrosio Hernandez. "The location is superb, the climate is ideal, and this venue is a perfect fit for Pharr – I am proud that our great city was selected as the ideal site for Topgolf's expansion to South Texas."

Through the premium experience of play, food and beverage 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 score themselves, showing players the accuracy and distance of their shots instantly on a TV screen in their hitting bay. The venue also features 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.

"Pharr represents an opportunity to bring Topgolf to a fast-growing region in South Texas," said Topgolf Chief Development Officer [Chris Callaway](#). "The unique combination of frequent cross-border traffic, a sizable resident population and proximity to a major retail corridor makes it an exciting location for a Topgolf venue."

Topgolf Pharr will create 350 full- and part-time jobs at this location. The new three-level venue will feature 1,975 square feet of private event space for corporate and social gatherings plus 72 climate-controlled hitting bays that can host up to six players at one time.

The 15-acre property will be located along the southeast corner of U.S. Highway 2 and East Frontage Road. Topgolf estimates it will serve approximately 300,000 visitors in its first year of operation. Nearly half of all Topgolf guests describe themselves as "non-golfers."

Residents can track Topgolf's progress in Pharr at facebook.com/topgolfpharr and @Topgolf on Twitter and Instagram.

About Topgolf


What started with twin brothers developing a technology to make golf scoring fun, has turned into a global brand focused on connecting people in meaningful ways. Today, Topgolf continues to blend technology and entertainment, golfers and non-golfers, children and adults – to create an experience that makes socializing a sport for everyone. No matter the occasion or who you share it with, we believe every great time starts with play, is fueled by food and beverage, moved by music and made possible through community. Every Topgolf venue features dozens of high-tech, climate-controlled hitting bays for year-round comfort, a chef-inspired menu for year-round deliciousness and hundreds of Associates eager to help create the moments that matter. With 34 venues entertaining more than 10.5 million Guests annually, original content shows, next-gen simulator lounges, competitive tours, pop-up social experiences and the world's largest digital golf audience, Topgolf is truly everyone's game. To learn more and view exclusive digital content, follow @Topgolf or visit www.topgolf.com.

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