

Victory Lanes Miniature Golf Narrative

For almost two decades, Victory Lanes has been a staple in the Mooresville community. We've built our reputation as a PBA quality bowling facility, but also as the region's leading entertainment venue, with a gourmet restaurant and bar, music venue, comedy club and as the go-to place to host everything from corporate events to birthday parties.

And now, we're planning something truly special. After years of research and planning, listening to our patron community, and deeply considering what would elevate the customer experience to the next level, we believe we've found the next logical complement to our current attractions, that will also serve as a powerful additional profit center... a truly top-quality miniature golf course.

This is a perfect plan for our existing client base, offering yet another fun attraction, especially when they find themselves on a waiting list for a bowling lane. And since miniature golf is phenomenally popular, generating ten billion dollars in global revenue...it would also be a powerful draw for new customers.

Miniature golf also makes sense from a logistical standpoint. Victory Lanes already owns the property on which the course will be built, so there's no additional cost for land. And, we have the infrastructure to operate the course with little additional overhead.

Financially, the operating cost will be less than 20% of revenues, which we project will be at least \$360,000 a year, so the cash flow potential is huge.

And from a customer viewpoint, miniature golf will be an excellent add-on to birthday parties, corporate events and group outings.

Bringing miniature golf to Mooresville also makes sense for another major reason... there's nothing like it. The nearest similar facility is several exits south, and there's nothing at all to the north, east and west.

So how can YOU help make this project a reality? Become a FOUNDER, and make your contribution by purchasing a FOUNDER'S brick. There are five levels of participation, each with special lifetime perks, privileges and benefits.

To learn more about the project, and to make your contribution, visit our website: <https://www.victorylanes.com/wobbly-putt>. Tell your friends about it. And most of all, look forward to "family fun at its best" at the new Victory Lanes miniature golf course!

Our timeline for this project is:
Fundraising – now through September 2024
Break ground – October 2024
Construction complete by March 2025
Grand Opening – April 5, 2025