

10/15/2018

VTP XGOLF2, LLC.  
Jared Vinson, Owner  
73550 McKay Road  
Bruce Twp., MI 48065  
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586-255-9294

Dear City of Rochester Hills Planning Commission,

On behalf of my business partners, Brad Townsend and Jason Vinson, thank you for the opportunity for us to present our request to you, we are excited to bring X-Golf to the city of Rochester Hills. X-Golf is a growing franchise company that focuses on indoor golf simulation and provides several programs and options for consumers. Beyond the traditional 18 holes and driving range options, we offer golf lessons with an on-staff PGA teaching professional, leagues, private/corporate events, and club sales with custom club fitting. To round out the experience, and to support the business model, we plan to offer food and drinks to customers as well. Based on that, we are requesting your recommendation for a special use permit to allow for the sale of alcoholic beverages at our leased facility.

We hope to alleviate any concerns that may arise from this request by reassuring the commission that, like a traditional golf course, the focus of our business is on golf. Like a golf course, our business is largely seasonal, with peak season running from November – March and then business slows considerably for the summer. The ability to serve alcoholic beverages helps the business be financially viable while providing patrons with a range of options, both alcoholic and nonalcoholic along with a limited food menu. Our business will be entirely contained within the leased premises at 1134 S Rochester Road and will not cause any disturbances to other businesses or residents nearby, along with no food or beverages taken in or out of our facility. Our hours of operations are 9AM – 10PM during the weekdays and until midnight on weekends (except Sunday where we close at 8PM). In addition, we require our staff to hold the necessary training certifications for serving as mandated by the Michigan Liquor Control Commission.

In closing, we appreciate your consideration of this request and we look forward to being part of the successful community of Rochester Hills. We feel bringing X-Golf to Rochester Hills will provide

residents and visitors with a great golf venue that will enhance the entertainment offerings within the city.

Best Regards,

A handwritten signature in black ink, appearing to read "Jared Vinson". The signature is fluid and cursive, with a long horizontal stroke at the end.

Jared Vinson