

Virtual Golf Concept

We believe there is a void in the City of Prince George for year round sport activities. Our city currently has 5 golf courses located within 10 minutes of city limits all with varying difficulty. The challenge is that with the unpredictable summers and long winters there remains many (~7.5) months from mid-October thru late April in where these courses are closed. During the summer there are often times in where the 2 most desirable courses, PGGC & Aberdeen Glen, both have limited tee times. It is our goal to provide citizens of Prince George with 3 virtual golf simulators in an enclosed space which will operate 12 months per year. Although we feel the prime season will be winter, we also feel there will be a demand in summer for beginners, lessons and events (ie; birthday parties, stag/stagette parties etc).

Location & Hours

We have purchased the building at 401-403 3rd Avenue which is currently zoned M1 - light industrial with indoor recreation as a primary use. We think this area has so much potential and feel that in recent years businesses such as Trench Brewery (located 50 meters away) have changed the dynamic from a 9am-5pm industrial area to an entertainment district. We plan to embrace this and operate from 10AM-9PM on weekdays and 10AM-11PM on weekends.

Mission

Our Mission is to bring in technology that create a new golfing experience to customers in the Prince George area and cater to all age groups but mainly those who have a strong interest in golf, delivered through education and community involvement, and supported by relationships with suppliers and employees.

Vision

To be well known and recognized as a virtual golf lounge that can offer a high-quality experience to the consumer, and have a good reputation with the community.
To maintain a level of integrity that is above and beyond the industry standard for year round indoor activity.

Values

Values are benchmarks representing what our company stands for and help guide our daily interactions. We embody the following values: honest and open communication, to be respectful of one another, celebrate struggles and achievements, maintain a sense of wonder in continual learning and improvement, be community focused and maintain financial independence. Our cornerstones include: relationship based with relationship building, grass roots orientated and creative in approach.