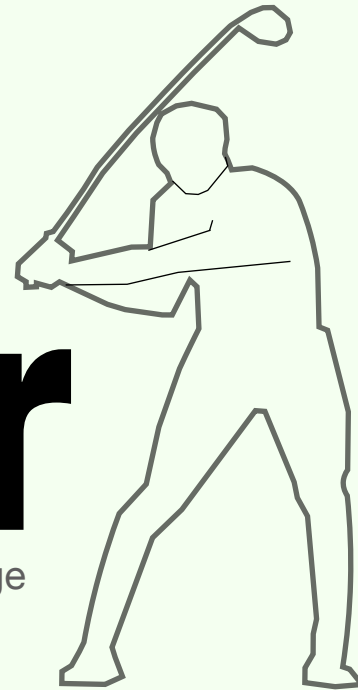


# Par

Golf Simulator Lounge



# EXECUTIVE SUMMARY

Par 4 fills a unique gap in West Hollywood, offering an advanced indoor golf facility combining premium practice technology and a social lounge. Golfers can analyze every angle and distance of their shots while socializing in a welcoming environment suited for friends, dates, events or simply training alone. With cutting-edge Trackman simulators, curated F&B options, and a strategic location in one of LA's most affluent neighborhoods, Par 4 positions itself as a lifestyle destination for enthusiasts and casual players.



# MARKETING AND SALES STRATEGY

Par 4 will engage the local community with direct mail marketing to local residences, offering introductory discounts and memberships. Social media campaigns will showcase the facility's features, emphasizing both entertainment and performance training. Word-of-mouth buzz will be amplified through partnerships with local influencers and events. With the rapid industry growth fueled by technological advances like Trackman and an increase in urban golfers, Par 4's targeted strategy ensures to become a hit in West Hollywood and Beverly Hills alike.



# MARKET ANALYSIS



## POPULATION

	1 MILE	2 MILES	3 MILES
2022 Population - Current Year Estimate	35,374	242,288	758,844
2027 Population - Five Year Projection	34,876	241,807	756,950
2022-2027 Annual Population Growth Rate	-0.28%	-0.04%	-0.05%



## HOUSEHOLDS

2022 Households - Current Year Estimate	22,191	127,505	347,395
2027 Households - Five Year Projection	21,943	127,833	347,949
2022-2027 Annual Household Growth Rate	-0.22%	0.05%	0.13%
2022 Average Household Size	1.59	1.88	2.05



## HOUSING INCOME

2022 Average Household Income	\$164,426	\$158,053	\$137,872
2027 Average Household Income	\$198,984	\$188,258	\$165,246
2022 Median Household Income	\$109,019	\$102,903	\$85,512
2027 Median Household Income	\$127,643	\$122,017	\$106,937
2022 Per Capita Income	\$103,145	\$83,200	\$63,425
2027 Per Capita Income	\$125,124	\$99,526	\$76,253



## EDUCATION

2022 Population 25 and Over	31,177	194,208	557,983
HS and Associates Degrees	8,741	55,706	180,900
Bachelor's Degree or Higher	21,811	132,237	327,056



## HOUSING UNITS

	1 MILE	2 MILES	3 MILES
2022 Housing Units	24,710	141,714	381,155
2022 Vacant Housing Units	2,519	14,209	33,760
2022 Occupied Housing Units	22,190	127,505	347,395
2022 Owner Occupied Housing Units	7,449	37,682	101,341
2022 Renter Occupied Housing Units	14,741	89,823	246,054



## PLACE OF WORK

2022 Businesses	6,275	35,448	68,364
2022 Employees	56,638	255,337	609,641

**\$240K**

average hhi

**\$2.00M**

median home value

**34,921**

total population

**2.14B**

consumer spending

## Welcome to West Hollywood

Ensconced in the heart of Los Angeles, West Hollywood's central location, unparalleled F&B/entertainment attractions, and high end retail locales make the area one of LA's most visited and well known areas. With access to the best Los Angeles has to offer, West Hollywood is frequented by tourists, locals, and celebrities alike.



# FINANCIAL PROJECTIONS

Par 4 is projected to achieve robust financial performance, driven by diversified revenue streams including simulator rentals, memberships, and F&B sales. In its first year, total revenue is estimated at \$1.36M under high-performance conditions, with net profits of \$947K after operating expenses of \$407K. Over five years, annual revenues are projected to grow by 5% to \$1.65M, with net profits reaching \$1.19M.

Monthly breakeven requires ~849 simulator rental hours at \$40/hour. Membership plans and high-margin prepackaged food and drinks further stabilize cash flow. Expenses are forecast to rise by 3% annually to account for inflation and operational scaling, ensuring a sustainable growth trajectory.

These projections highlight Par 4's strong potential for profitability and scalability, offering an attractive investment opportunity in West Hollywood's premium entertainment market.

## Revenue and Profit Projections (Monthly)

Utilization Rate	Simulator Revenue	Total Revenue (High)	Total Revenue (Medium)	Total Revenue (Low)	Monthly Expenses	Net Profit (High)	Net Profit (Medium)	Net Profit (Low)
100%	\$100,800	\$112,925	\$109,500	\$105,862	\$33,950	\$78,975	\$75,550	\$71,912
80%	\$80,640	\$92,765	\$89,340	\$85,702	\$33,950	\$58,815	\$55,390	\$51,752
50%	\$50,400	\$62,525	\$59,100	\$55,462	\$33,950	\$28,575	\$25,150	\$21,512
25%	\$25,200	\$37,325	\$33,900	\$30,262	\$33,950	\$3,375	-\$50	-\$3,688

## Financial Projections (1, 3, and 5 Years)

Year	Total Revenue (High)	Total Revenue (Medium)	Total Revenue (Low)	Total Expenses	Net Profit (High)	Net Profit (Medium)	Net Profit (Low)
1	\$ 1,352,100	\$ 1,081,680	\$ 676,050	\$ 421,800	\$ 930,300	\$ 659,880	\$ 254,250
2	\$ 1,419,705	\$ 1,135,764	\$ 709,852	\$ 434,454	\$ 985,251	\$ 701,310	\$ 275,398
3	\$ 1,490,690	\$ 1,192,552	\$ 745,345	\$ 447,487	\$ 1,043,203	\$ 745,065	\$ 297,858
4	\$ 1,565,225	\$ 1,252,179	\$ 782,612	\$ 460,911	\$ 1,104,314	\$ 791,268	\$ 321,701
5	\$ 1,643,486	\$ 1,314,788	\$ 821,742	\$ 474,738	\$ 1,168,748	\$ 839,920	\$ 346,996

\*please see pages 7 & 8 for Capex and Opex.

# FUNDING REQUEST

Par 4 seeks \$750,000 in funding, offering 50% equity (5,000 shares) to investors in \$100,000 increments, with each \$100,000 investment equating to 666.67 shares (6.67% ownership). The company is valued at \$1,500,000, with an initial allocation of 10,000 shares at \$150 per share.

The remaining 50% equity (5,000 shares) will be retained within the company, ensuring a balanced ownership structure that supports strategic decision-making and long-term scalability. This structure allows investors to hold a significant stake while ensuring operational stability and continued business growth.

With strong revenue potential from simulator rentals, memberships, and F&B sales, this investment provides an opportunity to participate in a high-growth venture in West Hollywood's premium market.



# CAPITAL EXPENDITURE

Par 4 Golf's capital expenditure (CAPEX) is estimated at \$639,350, covering construction, equipment, and initial setup costs. Major expenses include \$304,000 for construction, which includes general contracting, lighting, F&B equipment, and furnishings, ensuring a high-quality facility. Golf simulator equipment represents \$205,850, including advanced Trackman systems, projectors, and related accessories.

Additional investments include \$45,000 for architectural and engineering fees, along with \$76,000 for operational setup expenses like legal services, marketing, licenses, and point-of-sale systems. These upfront costs ensure a premium customer experience and robust operational infrastructure.

The carefully allocated CAPEX reflects the project's commitment to quality and long-term profitability.

CONSTRUCTION		
General Contractor	\$ 250,000.00	\$ 200,000.00
Security Alarm	\$ 15,000.00	\$ 8,000.00
Security Camera	\$ 10,000.00	\$ 5,000.00
Security Access	\$ 5,000.00	-
Audio	\$ 5,000.00	\$ 3,500.00
Lighting	\$ 80,000.00	\$ 50,000.00
Millwork	\$ 50,000.00	-
FFE	\$ 50,000.00	\$ 15,000.00
Kitchen Equipment	\$ 25,000.00	\$ 7,500.00
BOH Shelving	\$ 20,000.00	\$ 10,000.00
IT (pos, waps)	\$ 15,000.00	\$ 5,000.00
Construction Total	\$ 525,000.00	\$ 304,000.00
OPERATION SETUP		
Rent Down	\$ 30,000.00	\$ 30,000.00
Legal (real estate)	\$ 5,000.00	\$ 4,000.00
Legal (company)	\$ 5,000.00	\$ 4,000.00
Accounting	\$ 2,000.00	\$ 2,000.00
Insurance	\$ 2,000.00	\$ 2,000.00
Website	\$ 10,000.00	\$ 5,000.00
POS System	\$ 5,000.00	\$ 1,500.00
Glassware	\$ 2,000.00	\$ 500.00
License	\$ 5,000.00	\$ 2,000.00
BW License	\$ 20,000.00	\$ 5,000.00
Marketing	\$ 25,000.00	\$ 20,000.00
Ops Setup Total	\$ 111,000.00	\$ 76,000.00
GOLF SIMULATOR x 7		
Trackman	\$ 175,000.00	\$ 157,500.00
Projectors	\$ 35,000.00	\$ 10,500.00
Impact Screen	\$ 2,100.00	\$ 2,100.00
TVs	\$ 5,000.00	\$ 1,750.00
Golf Nets	\$ 3,500.00	-
Tee Grass	\$ 7,000.00	\$ 7,000.00
Auto Tee	\$ 28,000.00	\$ 24,500.00
Wall Padding	\$ 10,000.00	\$ 2,500.00
Simulator Total	\$ 265,600.00	\$ 205,850.00
GOLF EQUIPMENT		
Golf Club Set x 8	\$ 16,000.00	\$ 8,000.00
Balls	\$ 1,200.00	\$ 500.00
Golf Equipment Total	\$ 17,200.00	\$ 8,500.00
ARCHITECT ENGINEER		
Architect	\$ 40,000.00	\$ 20,000.00
Engineer	\$ 20,000.00	\$ 15,000.00
Permits	\$ 20,000.00	\$ 10,000.00
Architect Total	\$ 80,000.00	\$ 45,000.00
<b>TOTAL CAPEX</b>	<b>\$ 998,800.00</b>	<b>\$ 639,350.00</b>
Opex 3 Months	\$ 105,450.00	\$ 105,450.00
<b>TOTAL</b>	<b>\$ 1,104,250.00</b>	<b>\$ 744,800.00</b>

\*based on historical construction data in los angeles area.

# OPERATIONAL EXPENDITURE

Par 4's monthly operating expenses (OPEX) are projected at \$35,150, ensuring seamless operations. Key costs include staff wages at \$16,600, covering management and two daily shifts. Property-related expenses, including rent and utilities, total \$13,000 per month.

Consumables such as pre-bottled drinks, prepackaged sandwiches, and snacks account for \$4,750, supporting a high-margin ancillary revenue stream. Additional services like security, point-of-sale systems, and audio add \$800 monthly, ensuring operational reliability.

Annual operating expenses are estimated at \$407,400 in Year 1, with a 3% annual increase to account for inflation and operational scaling. This efficient expense structure supports Par 4's strong profitability while maintaining a premium guest experience.

STAFF		open 10a-10p staff 9a-11p (2 x 8hrs @ \$20/hr)			
Manager	\$ 6,000.00				
Employee	\$ 9,600.00				
Accounting	\$ 1,000.00				
Staff Total	\$ 16,600.00				
SERVICES					
POS	\$ 150.00				
Linen	\$ 100.00				
Dishwash	\$ 150.00				
Audio	\$ 150.00				
Security	\$ 250.00				
Services Total	\$ 800.00				
CONSUMABLES					
Beer	\$ 2,000.00	bottles Only			
Wine	\$ 1,500.00	small bottles only			
Sandwiches	\$ 1,000.00	prepackaged			
Chips	\$ 250.00	prepackaged			
Consumables Total	\$ 4,750.00				
PROPERTY					
Rent	\$ 10,000.00				
Insurance	\$ 1,500.00				
Utilities	\$ 1,500.00				
Property Total	\$ 13,000.00				
<b>TOTAL EXPENSES</b>	<b>\$ 35,150.00</b>				
REVENUE 7 x Simulators		100%	80%	50%	25%
Simulator Fees (\$40/hr)	\$ 100,800.00	\$ 80,640.00	\$ 50,400.00	\$ 25,200.00	
F&B	\$ 11,875.00	\$ 9,500.00	\$ 5,937.50	\$ 2,968.75	
<b>GROSS MONTHLY REVENUE</b>	<b>\$ 112,675.00</b>	<b>\$ 90,140.00</b>	<b>\$ 56,337.50</b>	<b>\$ 28,168.75</b>	
<b>TOTAL NET MONTHLY</b>	<b>\$ 77,525.00</b>	<b>\$ 54,990.00</b>	<b>\$ 21,187.50</b>	<b>\$ (6,981.25)</b>	



# STARTUP SCHEDULE

