



GREAT TIME GOLF

REIMAGINING THE GOLF EXPERIENCE

BACKGROUND

The Greenville Airport Authority owned a golf facility that was an afterthought for the community and the GAA. Recognizing an opportunity to reimagine, renovate and rejuvenate a recreational amenity for the community, Davis Sezna, Hospitality Architect & founder of Purple Horse Hospitality, approached the GAA with the 3's concept - a completely walkable, illuminated Par 3 course, "Humps and Bumps" putting course, short game area, and clubhouse with an indoor/outdoor Food and Beverage amenities. 3's Greenville is an ideal setting for a gloriously relaxed day or night out! – with family or friends. The super laid-back atmosphere guarantees an intimidation-free experience for all skill levels (even complete newbies!).

**“Every day we throw a party, and the better the party,
the more people will come.”**

– Davis Senza, Founder and Chief Executive Officer, Purple Horse Hospitality



FOCAL POINT - "THE HANG"

3's Greenville creates "the Hang" by having something for everyone. It is a place with an unpretentious, laid-back atmosphere, warm hospitality, and a cool vibe that attracts first-timers and creates loyal customers.

GOLF FOR ALL SKILL LEVELS

3's Greenville appeals to avid and non-golfers who want an enjoyable outing. Unlike par-3 courses that are either tough to access or neglected, 3's is in premium shape. Inspired by the original St. Andrews, 3's Greenville has an 18-hole, Humps & Bumps Putting Course that will challenge even the best golfers while providing entertainment and plenty of fun for everyone.



A "COOL VIBE"

3's Greenville is lit up by LED floodlights as soon as the sun sets, which means there's a party every night. 3's is as busy at night as during the day, offering golfers and family and friends more flexibility for fun, food, drinks, golf, and music. The vibe in and around the restaurant, which serves as the central point at 3's, is always fun and full of lively music.



CULINARY & COCKTAILS

3's Greenville signature cocktails and chef-inspired, quality comfort food consistently surprises and delights our guests, creating a culinary experience that attracts golfers and non-golfers alike. We offer fun spots, tasty food, and cold drinks for all ages, where guests are guaranteed the opportunity to unplug and relax.



By focusing on these critical areas, 3's delivers exceptional experiences, attracts, and engages golfers and non-golfers alike, fosters a sense of community, and provides a delightful amenity and experience for the community.



IMPACT



3's has experienced YoY growth in rounds, revenue, and profitability since inception.



3's has experienced a 56% increase in players, indicating a growing interest in a reimagined golf experience.



3's observed a 60% uptick in walk-ups without committing to a whole 6-hour golfing experience.

BY LEVERAGING PLAYER BEHAVIOR DATA:

- 3's implemented loyalty programs and targeted events that increased share of wallet.
- 3's increased the number of rounds each golfer plays within a season.

Post clubhouse renovation, 3's annualized F&B revenues exceed 7 figures, increased demand for golf and non-golf events; membership has doubled – all by reimagining the golf experience and creating “The Hang,” hence repositioning a public asset for the entire community to enjoy.



“We have been astounded by the number of travelers to the upstate that have inquired for “must-do’s” in the Greenville area with 3’s already at the top of the list – not to mention the praise from those that have experienced it – 3’s is special.”

– Heath Dillard, President, VisitGreenvilleSC



Brad Clardy recommends 3's Greenville Golf & Grill.

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The thing that impressed me the most about this place was its people. Issac took a phone call from me before I arrived with my 4 year old daughter that has been introduced to the game of golf. He was very helpful and even recognized my family when we arrived. The course is in awesome shape and the new layout that includes a members only practice area and a gigantic practice putting course gives you a costal vacation feel as you sit outside on custom made picnic tables, in the cool summer breeze. We ate some of the best BBQ in the upstate watching families, neighbors and friends sharing a drink while testing their putting skills on the 3s monster putting practice area. I give this place 10 stars for the layout and concept and 20 stars for the employees that outwardly appear to like their job and genuinely care for their customers.



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UNITED STATES SENATE

June 6, 2023

Dear Davis,

I wanted to drop you a quick note and offer my congratulations on 3's Greenville. The course was easy enough for all to enjoy while the drinks and food were fantastic. I particularly enjoyed the putting course afterwards.

3's is a winner and a great way to spend an evening. It was great to see the diversity of patrons whether in age, gender or ability levels and everyone having a good time. All in all, it is a wonderful concept which should have been embraced a long time ago.

Unfortunately, I will not be able to attend the BMW Korn Ferry Event Thursday Night Shoot-out at 3's. I would have loved to be there but have a scheduling conflict.

I am certain it will be a wonderful event under the lights. You and your team are great hosts and this event will help raise money for several local charities.

Congratulations again. I wish you the best with 3's and am thrilled that the original is located here in Greenville.

All the best,

A handwritten signature in blue ink, appearing to read 'L. Graham', written over the typed name and title.

Lindsey Graham
United States Senator

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