



COMPETITIVE SOCIAL VENTURES ANNOUNCES THIRD FAIRWAY SOCIAL LOCATION

FAIRWAY SOCIAL WILL BE EXPANDING TO URBAN SUPPLY LOCATED IN BIRMINGHAM, AL

ATLANTA – October 11th, 2022 – Today, [Competitive Social Ventures](#) (“CSV”) announced it will be opening a third Fairway Social at Urban Supply, a multi-block destination in Birmingham’s Parkside District. Fairway Social is a sports entertainment concept that is an amazing destination for family and friends – of all ages and skills levels – to come together for fun and shared experiences.

The first [Fairway Social](#) location is 13,000 square feet and opened in May 2021 in a mixed-used development center called The Maxwell, located in Alpharetta, GA. This location is complete with a full-service restaurant & bar, and a total of 11 simulator bays that are powered by the industry leading and champion proven technology of [Full Swing™](#) for all virtual sport games. This location also encompasses a *Back 9* Putting Green, Rooftop Terrace, private event spaces, golf & [ACL Cornhole](#) leagues, and so much more.

With the success of [Fairway Social Alpharetta](#) as being a place for guests to gather for celebrations and shared experiences and the excitement for the second location, Competitive Social Ventures is thrilled to announce another expansion of the Fairway Social brand.

The second Fairway Social entertainment destination is 7,200 square feet, located at the [Trilith Town Centre](#) in Fayetteville, GA. This location is expected to open Q1 2023. It is a 235-acre master-planned residential and mixed-use project that is adjacent to Trilith Studios. Fairway Social at Trilith will have a total of seven simulator bays that are also powered by [Full Swing™](#), along with a full-service restaurant with chef-inspired meals & a bar with delicious drinks.

“We are excited to continue growing the Fairway Social brand with the addition of the Birmingham market,” said Neal Freeman, CEO of Competitive Social Ventures. “The Urban Supply development offers a unique opportunity with its proximity to the Birmingham Barons Stadium and the University of Alabama Birmingham that we think we will offer a wonderful complement to their already established following.”



The third Fairway Social is located inside Birmingham's Parkside District, Urban Supply. This location is approximately 7,500 square feet and will have a full-service restaurant and bar, a total of seven [Full Swing™](#) powered bays and outdoor dining/gathering spaces. Fairway Social Birmingham will also be a one-of-a-kind destination equipped with live-music, darts, cornhole, ping-pong, and so much more.



Urban Supply is a multi-block destination in Birmingham's Parkside District. It consists of six properties along a pedestrian-only aisle created from a former alley. Once complete, this project will feature entertainment, food and beverage, fitness, and office tenants. This historic tax credit project connects Birmingham's minor league baseball stadium and Railroad Park to a variety of newly constructed residential buildings.

“Fairway Social is an entertainment destination for people of all ages, and we're so excited to be bringing it to Birmingham's Parkside District,” said Orchestra Partners senior development associate, Drew Watson. “We want Urban Supply to be a place of connection in downtown Birmingham, where people can come together and experience everything our city has to offer. The addition of Fairway Social is a big step toward achieving that goal.”

About Fairway Social

Fairway Social began as an idea: to create an amazing destination where family and friends, of all ages and skill levels, come together for fun and shared experiences. Through thoughtful design, Fairway Social includes a multitude of things to do. Share a chef-inspired meal in our full-service restaurant; play competitive games on world-class simulators; enjoy our outdoor entertainment areas to play more games, to listen to live music and more. Whatever your speed, Fairway Social has something for you. Our mission, “Be Safe. Be Fun. Be Social,” provides the ideal opportunity for fun for all. Fairway Social will have its second location opening in Q1 2023 located at the Trilith Town Centre, and its third location at Urban Supply Birmingham. Learn more now, www.fairway-social.com.

About Competitive Social Ventures

Competitive Social Ventures, LLC (“CSV”) is an Alpharetta, Georgia-based real estate holding company created in 2020 for competitive socializing entertainment concepts. CSV has three different concepts, Fairway Social, Roaring Social and Pickle and Social. Currently, two venues are open and operating, and those two venues are Fairway Social Alpharetta and Roaring Social Alpharetta. There are also two other Fairway Social's and three other Pickle and Social deals in place for additional Pickle and Social locations. CSV is expectations to have ten Pickle and Social locations open and operating within the next two years. Learn more now, www.cosoventures.com.

About Orchestra Partners

Orchestra Partners is a planning and redevelopment advisory firm, established in 2015 by Hunter Renfroe and John Boone. Our mission is to reconnect & revitalize small to medium downtowns across the country. We do this by offering city leaders a turn-key economic development partner experienced in urban design, real estate finance, and construction management. Our proven, 3-step process starts with a vision plan. For more information, visit orchestra-partners.com and urbansupplybham.com.

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