



Town of Bristol, Rhode Island

Department of Community Development

10 Court Street
Bristol, RI 02809
bristolri.gov
401-253-7000

October 2, 2025

TO: Zoning Board

FROM: Diane M. Williamson, Director

RE: **Use Variance Shannon DeFusco**
1 Shannon Court – Unit 102
For a recreational golf simulation business use

The above application was reviewed by the Technical Review Committee (TRC) on October 2, 2025.

Based on the review and discussion, the TRC unanimously passed a motion to recommend that the Zoning Board grant approval of the Use Variance with the following findings:

1. The unit within this building was built by the previous owner with a storefront design and without overhead garage doors so it doesn't easily lend itself to a manufacturing use. The TRC found that the unique design of the building in the manufacturing zone was a hardship to obtaining manufacturing uses;
2. The Unit is only a portion of the existing building that still contains other uses consistent with manufacturing zone;
3. The proposed use is light and doesn't generate heavy traffic;
4. The proposed hours of operation are off peak so parking can be shared with the existing buildings on the site.

Thank you.

*Rec'd at TRC meeting
10/2/2025*

Business Name: Bristol Sim Golf

Business Location: 89 Shannon Court unit #102

Business Concept: Bristol Sim Golf will be a premium indoor golf facility offering a state-of-the-art golf simulator experience in a single-bay setup. The business targets golf enthusiasts, beginners, and advanced golfers, seeking a convenient, year-round golfing experience. This will be one of the few forms of non-alcohol related entertainment within Bristol during the winter.

Mission Statement: To provide an exceptional indoor golf experience with cutting-edge technology, personalized service, and a welcoming private environment for players of all skill levels.

1. Executive Summary

- **Business Name:** Bristol Sim Golf
- **Location:** 89 Shannon Court unit #102
- **Ownership:** Anthony Marabello (owner of business) Shannon Defusco (property owner)
- **Services:** Indoor golf simulation, solo practice, 1 on 1 coaching, league play
- **Target Market:** Golf enthusiasts, beginners, advanced golfers,
- **Unique Selling Proposition:** High-quality simulators (Uneekor eye 2), personalized coaching, flexible booking,

2. Business Description

- **Industry Overview:** The indoor golf industry is growing, driven by technological advancements and year-round play.
- **Business Model:** Pay-per-visit, memberships, league play, coaching sessions
- **Legal Structure:** Sole Proprietorship for 3-6 months, advancing to an LLC with success

3. Market Analysis

- **Target Market Demographics:**
 - Age: 18+
 - Income Level: Middle to upper class
 - Interests: Golf, recreation, league play
- **Market Needs:** Convenient access to golf practice, winter entertainment, and socialization
- **Competitive Analysis:**

- Newport Indoor golf – 8 bays, large facility, different technology, not a private experience.
- Vgolf – Similar business model and experience; does not offer or organize leagues

4. Marketing & Sales Strategy

- **Branding:** “Bristol Sim Golf”; create a logo and signing for the front of the building.
- **Advertising:** Local print ads, social media (facebook, instagram, , reddit), word of mouth
- **Sales Channels:** online booking system, email

5. Operations Plan

- **Facility Layout:** Single-bay setup with high-definition projector, realistic hitting surface, comfortable seating (3-4 seats),
- **Equipment Needed:** Uneekor Eye XO2 launch monitor, Golf simulator enclosure with impact screen, golf balls, golf clubs, indoor tees, high powered gaming PC, wall mounted television
- **Staffing:** 1 man operation (Anthony Marabello)
- **Opening Hours:** 6 AM - 11 PM, 7 days a week by appointment only

6. Financial Plan

- **Startup Costs:**
 - Equipment: \$30,000
 - Marketing: \$100
 - Insurance: \$1,200 (yearly)
 - 1 year leasing agreement: \$18,000 (yearly)
 - Unexpected costs: \$700
 - **Total Estimated Startup Cost: ~\$50,000**
- **Revenue Streams:**
 - Pay-per-use sessions: \$60/hour
 - Membership packages: \$125-300/month
 - League membership – \$125
 - Unlimited access membership \$300
 - Capped at 20 memberships (at 20 memberships it will turn to fully private)
 - Coaching sessions: \$100/hour (50% share with golf pro)

7. Additional Information for the zoning board

- Building should have no more than 4 people at a time
- Golf simulators do not create a lot of noise; on average they tend to be $\leq 50-60$ dB. short peaks around $\sim 90-105$ dB directly next to a strong person hitting a driver. This sound will not be heard from outside the building
- No construction to outside of the building.
- Peak hours are expected to be 5:00pm-10:00pm weekdays, 10:00am-10:00pm weekends
- No walks-ins, Appointment only
- Door remains locked unless appointment is made

Recd at TRC Meeting 10/2/25



Total of 11 photos



















