

the spotlight

A weekly roundup for shopping and doing business locally!



Play 2,500 Golf Courses Virtually at Slice City

By: Sponsored Content Writer Alison James

There's a new way to hit the links in Decatur that golfers of all skill levels are going to love. Slice City brings the action from the greens to the game room with 2,500 virtual courses to enjoy.

The business is the brainchild of father-son team Bobby and Kody Petruna. Kody said it had long been a dream of his to pursue some kind of venture with his

dad, and when Bobby first suggested the golf simulator venue in February, Kody was all in.

"If he called me with an idea, and he was passionate about it, I was 100 percent on board," Kody said.

Within a month, the pair had procured a location and ordered the machines. But then Bobby, who had just turned 60, unexpectedly passed away.

Bobby had been shouldering the bulk of the business, since

he was newly retired and Kody works full time at a local car dealership; however, it fell to Kody to carry on alone. He had a tough road ahead to see Slice City become a reality, facing the challenge of handling every in and out of the business.

"I had all the intentions of following through, because I knew this was what he wanted to do," Kody said. "I just told my mom and my wife that I was going to figure it out. That's what he wanted, so that's what we did."

"I'm learning," Kody added. "As long as everybody else is willing to learn with me, then it's going to be awesome. It's going to be fun."

Slice City opened June 15. Kody said his wife and the friends and family who came alongside to help make it happen were a huge blessing, and it's been exciting to see the fruit of their labor.

"Everybody that has come in so far has loved it. We've already had a lot of repeat customers," Kody said. "Everybody can come have fun because we have golf courses, par threes, driving ranges, putt-putt courses, challenge courses. We have everything."

His business philosophy comes down to one simple idea: treating people right. Whether that means letting someone finish their course even when their time has elapsed, or working with customers to troubleshoot issues, Kody said his focus is on running the business his way – right down to the aesthetics.

"We didn't want it to be corporate-feeling or anything like that," he said. "We wanted a good vibe – a good environment."

People might not realize Slice City's pricing is by the hour – \$50 Monday-Thursday and \$60 Friday-Sunday – not per person, making it more affordable for

everyone. Kody said he is also working on special rates, such as for veterans, as well as tournament and league pricing.

He's excited for fellow golfers, and even complete novices, to enjoy courses "like Augusta and Pebble Beach – a lot of the places that you'll never be able to set foot on in your life, unless you're going to watch somebody play golf. You'll never be able to play there. But you can here."

Visit Slice City Monday-Thursday from 9 a.m. to 10 p.m. and Friday-Sunday from 9 a.m. to 11 p.m., with the potential for expanded hours if the demand is there. It is located in the Plumtree Shopping Center on the Beltline, 1000 Beltline Road SW, Suite C. Call 256-686-0049 or visit playslicecity.com to learn more.

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