

Proposed Pewaukee business taking TopGolf model to sport of skiing

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Whether it's snowing or not, people in the Pewaukee area will soon have the option to ski whenever they would like.

Jared Masters, former president of Greendale manufacturing company Kinetic, has started plans on a new business called Urban Slopes — a skiing simulator experience very much in the model of TopGolf.

“After I sold Kinetic I was just kind of looking for a new challenge in life and something that would be fun and different. I figured that creating something like this would be fun and it's been a blast,” said Masters.

The machine that simulates the skiing experience is only found in a handful of places



SKYTECHSPORT

A ski simulator from SkyTechSport of Los Angeles

in the U.S., most of which were acquired for private use. Because of this, Masters is excited about being able to provide such a “unique” experience.

The business itself will feature four Alpine Ski Simulators made by SkyTechSport and in order to use them parties can reserve a single machine for 30 minutes or an hour and the group is intended to take turns over that time. The simulators offer skiers the chance to ski specific slopes from around the world, including Beaver Creek's "Birds of Prey" downhill run and the downhill course used in the PyeongChang Olympics in South Korea.

“The big difference is if you want to do a ski run you might do a run for five minutes and you're back at the bottom and have to take a chairlift up, whereas with us it's a continuous experience,” said Masters.

He also mentioned that customers are welcome to bring their own skis or boots, but if they would prefer, both would be available for rent. Additionally, there will be a coach present for novice skiers who may need help learning.

Year-round skiing got one step closer to reality earlier this week as the city of Pewaukee voted unanimously to approve Urban Slopes as a business.

Pewaukee city planner and community development director [Nick Fuchs](#) spoke about the excitement surrounding Urban Slopes.

“It's always a good time to fill vacant tenant space right away from the city's perspective, and Urban Slopes seems like a unique business and we're excited to have it here and hope to see it succeed,” said Fuchs.

For Masters, Urban Slopes in Pewaukee is a test run of sorts as he hopes to build the business into a franchise if he finds success at the original location. Masters even said that he already has his eyes on a space for a second location in Illinois.

If the first one is successful, the next one will be Illinois and I've already received interest from somebody in the Dells,” Masters said. “My plan is to try and find different ski communities because it is a good machine to use in the offseason, for training, for rehab and lastly, if you have never skied and you want to learn how to ski, it's a good for that as well.”

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