

X-Golf Swings Back into Wexford

X-Golf Wexford has reopened for business in a new and larger location in the Village at Pine shopping plaza.

BY JENNIFER BROZAK

Much to the delight of local golf enthusiasts, X-Golf Wexford has reopened for business in a new and larger location, and owner Sean Kelly hopes the new indoor golf simulator center will become one of Pittsburgh's leading entertainment venues.

"We want to be a destination for people who maybe live a bit farther away, but also a hometown 'watering hole' for people in and around the Wexford area," Kelly says.

Originally located along Perry Highway, X-Golf Wexford was forced to close just two months after opening because of COVID-19 pandemic restrictions. In the summer of 2021, the venue secured a new space at 208

Market Lane, in the same plaza as Market District. It officially reopened with a grand opening celebration on Jan. 29—exactly two years to the day since it originally opened in 2020.

Kelly explains that the new location has a more expansive bar with additional draft and bottle beer and drink options. It also features a sports lounge equipped with leather lounge chairs and four 85" televisions, with more big screens on the way.

One of more than 60 X-Golf franchise locations throughout the U.S. and Canada, X-Golf Wexford features the same six state-of-the-art golf simulators that were at the former site. It is these simulators that sets X-Golf apart from

other indoor golf entertainment centers, according to Kelly.

"These are the most accurate simulators on the market. Everything from full swing to putting is the best that you can find," he says. "They track 5,000 calculations per section—every statistic that golfers need to better their game."

The simulators calculate club head speed, attack angle, face angle, launch, spin, ball speed, direction, smash factor, flight of the ball and more. According to the company's website, X-Golf technology measures fat or thin shots, tops and "all the things that can go wrong when playing off real grass."

"Add that to a great social environment, cold beer, and drinks, and you have the making of a great day or evening out," says Kelly. "We are not just a golf facility anymore. We are going to be the home for sports watching."

Like other businesses, reopening X-Golf Wexford meant overcoming numerous challenges presented by the COVID-19 pandemic. "In the beginning, the challenges were getting building products," Kelly explains. "We waited up to six weeks for some things. Everything seemed to take longer."

Also complicating matters were delays from contractors who had to quarantine because they tested positive for the virus. "It was challenging sticking to a timeline. Now that X-Golf is open, we're still facing some of those challenges, but with food and beverages. Distributors are either out of products or so backed up that we have to wait up to two months for certain things," he adds.



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Kelly, 40, was born and raised in Beaver, and his background in the golf industry as well as a former bar and restaurant owner inspired him to “take the leap” to open his own X-Golf franchise in 2020. He also had worked as an assistant and head pro in Florida for approximately seven years in the 2000s.

In addition, his father was a bar and restaurant owner, so Kelly says he effectively grew up in the business. He ended up purchasing his father’s bar/restaurant in 2010 but sold it in 2015 to pursue other opportunities.

Kelly decided to open X-Golf in Wexford because of the area’s growth potential. “I looked around and saw office buildings, retail spaces and restaurants. I realized that there was not much of anything in the area as far as entertainment goes,” he explains. “I also realized after opening X-Golf that there is no great sports bar around, so that is what propelled me to create the sports lounge.”

The new, larger space can hold up to 150 people, with the simulators 16 feet apart, making it a suitable venue for social distance. “It’s like having your own little golf course for the duration of your reservation,” Kelly says. “We do everything we can to offer a fun and entertaining environment while keeping health and safety in mind.”

“We are just really excited to be here and a part of the community,” he adds. “We are really lucky to have a second chance, and we are going to make the best of it.”

For more information or to book a tee time online, visit playxgolf.com/locations/wexford or call 724.719.6258. ■

