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FOR INFORMATION CONTACT
Krista@KCProjects.net

The Lodge at Fairway Social to Join Urban Supply Development in Birmingham

The One-Of-A-Kind Speakeasy Experience Merges Rustic Elegance with Modern Amenities

BIRMINGHAM, Ala. – [Urban Supply](#) and [Competitive Social Ventures](#) are excited to introduce *The Lodge at Fairway Social*, a second concept set to debut in Spring/Summer 2025 as a part of the Fairway Social experience. Building on the excitement surrounding Fairway Social Birmingham, announced earlier this year, *The Lodge* will bring a distinct, upscale retreat to the Parkside District, combining the timeless charm of a vintage speakeasy with state-of-the-art entertainment.

The Lodge will offer an immersive experience with duckpin bowling lanes, a full-service bar with unique craft cocktails and a live music stage. Guests can also enjoy private event spaces, adding versatility for gatherings of all sizes. The design embodies rustic sophistication, with warm dim lighting, leather and wood accents, and a rich color palette of greens, reds, and browns. Brass details, vintage decanters, golf memorabilia, and other curated elements complete the speakeasy-inspired ambiance.



“We are eager to announce our new concept - The Lodge - which will be nestled inside Fairway Social at Urban Supply in Birmingham,” said Brian Harper, COO of Competitive Social Ventures. “This speakeasy promises an experience unlike any other and we cannot wait to bring this new chapter in nightlife experiences to the Birmingham community.”

Owned and operated by Competitive Social Ventures (CSV), *The Lodge* is connected to Fairway Social, but the two concepts provide complementary yet distinct experiences. Guests can start their evening at Fairway Social with interactive sports simulators and live games, then transition to *The Lodge* for handcrafted cocktails, whiskey flights and an intimate setting enhanced by live music.



Accessing *The Lodge* will be an adventure in itself. Guests must enter through Fairway Social and request a scorecard from the hostess – it’s not just for keeping score! But everything is not what it seems. Guests must locate the hidden entrance and crack the code to uncover the speakeasy’s secret door for a truly memorable introduction to this unique space.

“The Lodge at Fairway Social is a one-of-a-kind concept that reflects the innovation of Urban Supply,” said Drew Watson, Senior Development Manager with Orchestra Partners. “From its hidden entrance to the carefully curated ambiance and entertainment options, *The Lodge* will add an exciting new dimension to Birmingham’s Parkside District.”

Building on its vision to make the Parkside District more walkable, Orchestra Partners has led the development of Urban Supply since it acquired the first parcel in 2018. *The Lodge at Fairway Social’s* architectural design is led by Monument, with Shelby General Contractors overseeing construction.

“We are so excited to have The Lodge at Fairway Social join the growing roster of entertainment-oriented concepts that will make Urban Supply downtown’s most vibrant social district,” said Hunter Renfroe, Principal of Orchestra Partners. “With the recent announcement of the impending sale of the Powell Avenue Steam Plant, the Parkside neighborhood is poised for a significant transformation over the next few years. Together, Urban Supply and the Powell Avenue Steam Plant will bookend Railroad Park, serving as a gathering place for Alabamians to enjoy what Downtown Birmingham has to offer.”

Urban Supply continues to shape Birmingham’s Parkside District with its dynamic blend of retail, dining and leisure offerings. For additional leasing opportunities, contact Lyndsy.Yim@srsre.com and Cooper.Smith@srsre.com.

For more information on Urban Supply, please contact Krista Conlin at Krista@KCProjects.net. Visit urbansupply.com to learn more. For more information on The Lodge or Fairway Social, please contact Brooke@QilafiPR.com.

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About Urban Supply

Urban Supply is a dynamic development located in Birmingham's historic Parkside District, reimagining the city's industrial heritage for modern urban living. Rooted in a commitment to historical preservation and innovative design, Urban Supply revitalizes iconic buildings of the Wholesale Warehouse Loop, offering a dynamic mix of retail, dining, and leisure spaces. Strategically integrated with Birmingham's trail systems, including the renowned Jones Valley Trail, Urban Supply provides a pedestrian-friendly environment that enhances connectivity and community engagement. Discover more about Urban Supply and its role in shaping Birmingham's future at urbansupplybham.com.

About Orchestra Partners

Orchestra Partners is a planning and redevelopment advisory firm, established in 2015 by Hunter Renfroe and John Boone. Orchestra's mission is to strengthen cities and small towns by partnering with community leaders and stakeholders to vision, plan and execute transformative urban projects.

About Competitive Social Ventures

Founded in 2020 and headquartered in Alpharetta, GA, Competitive Social Ventures ("CSV") is a hospitality company that creates socially-driven entertainment concepts including Pickle and Social, Fairway Social and Roaring Social. CSV creates premier entertainment venues that bring people together to socialize, enjoy premium food and beverages, and create one-of-a-kind shared experiences. CSV currently operates Pickle and Social Gwinnett, Roaring Social Alpharetta, Fairway Social Alpharetta and Fairway Social Trilith (Fayetteville) in Georgia. Learn more at www.competitivesocialventures.com. For partnership opportunities, see here.

About Fairway Social

Fairway Social is the ultimate destination for world-class virtual gaming, chef-curated dining, live music and uniting families and friends of every age and skill level. Fairway Social offers a selection of virtual games including golf and non-golf games for an immersive experience that is combined with premium food and beverage. Fairway Social is powered by Full Swing golf simulator technology, the same simulator used by Tiger Woods, John Rahm and Jordan Spieth for off-the-course practice. Fairway Social currently operates in two locations in Georgia: Alpharetta and Trilith (Fayetteville). Learn more at www.fairway-social.com or follow us on Instagram @fairwaysocial. #BeMoreSocial

About The Lodge at Fairway Social

Nestled within Fairway Social Birmingham, The Lodge at Fairway Social is a haven for those who appreciate the finer things in life. Through a secret entrance, guests will emerge into a charming speakeasy that evokes rustic charm blended with modern elegance. Live music, handcrafted cocktails and

duckpin bowling set the scene for where every evening becomes extraordinary. 21+. Follow us on Instagram @thelodgeatfairwaysocial for updates.