Activate Naperville, LLC
100 W Main St, Ste 600
Lexington, KY 40507

Aug 28, 2024

Activate Naperville, LLC
804 S Illinois Rte 59
Naperville, IL 60540

RE: EXHIBIT A - DESCRIPTION OF PROPOSED USE

To Whom it May Concern

Activate Games seeks approval for a Conditional Use Permit (CUP) for the use category described as Amusement.

Activate Games is a new form of active entertainment growing in the North American market. Our mission is to provide the world's premier interactive gaming experience, blending fitness with re-playable custom games. As we continue our expansion in the US, we hope to bring this state-of-the-art concept to the Naperville area.

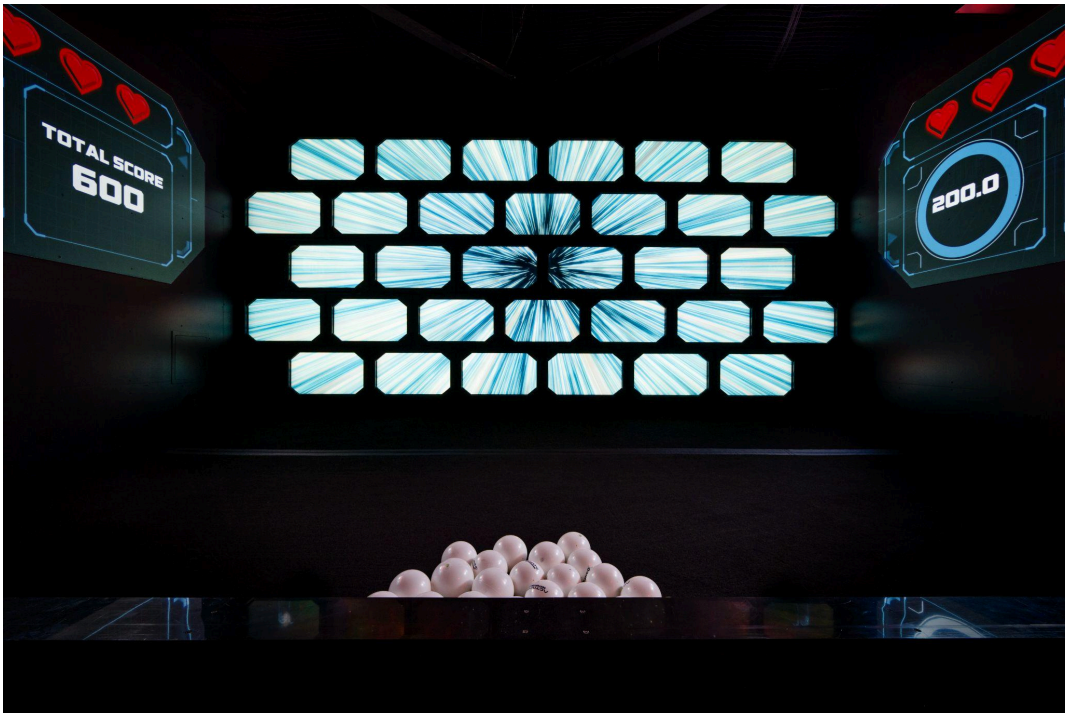
Activate is a time-limited concept where each group plays for 75 minutes and their time is controlled by a RFID wristband. This wristband admission system also allows us to control the number of customers in our Game Area at any time. This differs from a traditional Family Entertainment Center (FEC) or Arcade where the crowd size varies only with demand. We offer new interactive challenges, gaming options, and amenities that not only promote physical fitness but also foster social interaction among customers. This aligns with the growing demand for active entertainment options and non-digital interactions - Activate customers play with their teams, consisting of friends and family, and often remark that they haven't had such a long break from their phones in months!

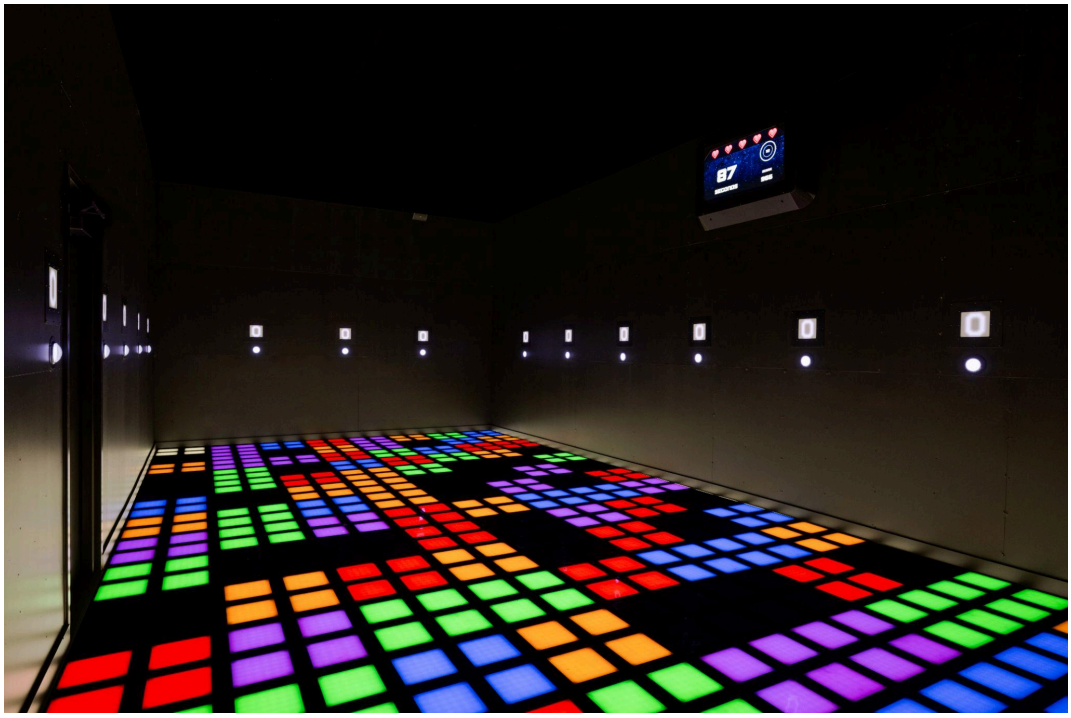
Activate Naperville, LLC
100 W Main St, Ste 600
Lexington, KY 40507

At Activate, we hide our technology behind intuitive physical games that appeal to a wide range of age and skill levels. While we offer something completely new, each activity feels familiar and provides the opportunity for endless visits. Our massive library of games - each with 10 difficulty levels - offers more than 550 unique challenges for customers to explore.

We are confident that Activate Games would add something unique to the Naperville area, and we are confident we can do so without negative impacts on parking, other employees, or neighboring tenants. Below you find some photos showcasing our concept.

Activate Naperville, LLC
100 W Main St, Ste 600
Lexington, KY 40507





Activate Naperville, LLC
100 W Main St, Ste 600
Lexington, KY 40507

Activate Naperville, LLC
100 W Main St, Ste 600
Lexington, KY 40507

Sincerely,

Jeremiah Sizemore

President

Activate Naperville, LLC