

MID-ATLANTIC GOLF BUSINESS

SPECIAL JOINT ISSUE



NORTH
CAROLINA

A publication of the
North Carolina Golf
Course Owners
Association Chapter



MID-ATLANTIC

A publication of the
National Golf Course
Owners Association,
Mid-Atlantic Chapter

A Message from Our President

Spring 2020

In these, the most trying of times, we do things a little different every day, adapting to a dynamic environment that continually spews out new threats to our health and our finances. Even in the writing of this column, the two Presidents of NGCOA's two large chapters, Mid-Atlantic (VA/MD/DC) and North Carolina have combined efforts.

There is practically no one in these United States who is unaffected by COVID-19 and the devastation it has brought on our economy. Thankfully, for once, Congress acted in bipartisan fashion to create some stimulus programs to help blunt the blow. A \$2 trillion package includes some good support for small businesses like the ones in the golf industry. [Click here for the SBA Disaster Assistance in Response to the Coronavirus website.](#) In response to the Coronavirus (COVID-19) pandemic, small business owners in all U.S. states, Washington D.C., and territories are eligible to apply for an Economic Injury Disaster Loan advance of up to \$10,000 – [click here.](#) Then there is the Paycheck Protection Program, offering up to 2.5 months of payroll coverage – [click here.](#)

Meanwhile, across our region, we have disparity of opinion as to the healthful activity of golf. In Virginia and North Carolina, Governors encourage exercise and healthful activity while practicing social distancing playing golf. We would argue that golf is the ultimate game of social distancing, with groups of four players separated 200 yards apart, and within the group staying at least 6' apart on tees and greens. It's hard to figure why the Maryland Governor is not allowing golf, while he keeps parks open, generally unsupervised like a golf course is.

How the heck did we get here? In January, national golf organizations met in Orlando – our NGCOA Golf Business Conference was excellent, paired with the PGA Show for the first time. Part of the event included recognizing award winners and taking in many bright ideas to grow revenue and save costs.

Also during the so-called “winter”, we enjoyed unseasonably warm temperatures, putting many facilities a month or more ahead of revenue. The “talk of the town” was the new CBD products, designed to treat what ails the Baby Boomers, the last great generation of golfers. Those were good times, now forgotten.

Golf instruction used to be about how to swing the club. Now golf instruction is about how not to get sick. A pop-up service of NGCOA is the [“Park & Play” program](#), outlining protocols for playing golf in this COVID-19 era. Stay 6' apart, don't touch the flagstick, walk or just one rider per cart, pay online in advance – there's so much to consider, but golfers are not complaining – it is outdoors – it is bowlers and movie-goers who are doing some real complaining. And for once, golf is NOT excluded from disaster relief programs, like it was during Katrina.

Now in this moment in our region, we worry about the impending spike in cases and the lives to be lost during this pandemic – very serious and sobering. It is time to take extreme caution to limit the spread, and to think of new ways to help out. We heard of superintendents taking spray equipment, including masks, Tyvek suits and more, and donating them to local hospitals. That's the type of community efforts to help take us to the other side of the mountain. Stay vigilant.

In closing, please know that your association is here for you. And supporting us is a strong group of corporate partners who stand with us – thank you partners. There will come a day which will be better than the one before. How long that will be, no one knows. All we can do is our best, so stay strong – we are all in this together!



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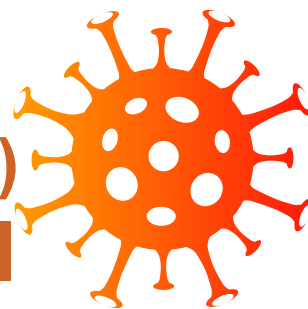


Visit us at www.ncgolf.org



GUIDELINES FOR CORONAVIRUS (COVID-19)

INFORMATION FOR YOU AND YOUR GOLF FACILITY



The average golf course offers

150 acres

of open land space that can provide a vital recreational opportunity during this difficult time.



GCSAA COVID-19 GUIDELINES FOR GOLF COURSES

The COVID-19 (Coronavirus) Pandemic has affected health and daily lives around the world. Local, state and federal agencies have enacted numerous measures to stem the spread of the disease. While many golf courses have provided an outdoor recreational refuge for many, they are not immune from mandated closures or from having the virus spread among their staff or patrons.

GCSAA has compiled tactics and information to help your facility navigate best practices for dealing with the epidemic while keeping your course an outdoor option for your community.

WHAT YOU CAN DO

1

FIRST STEPS IN ANY CRISIS

Prepare – Know your operations, your systems and your processes. Formulate a plan of action that is clear and allows all your employees to abide by the standards. Having this plan in place lets you act quickly and address any questions from customers, media or lawmakers with accuracy.

Review – Gather your key team members together to make sure everyone is on the same page, including your golf professional and general manager. Work to establish to keep everyone updated and informed throughout the process.

Connect – Whether you are letting golfers know the status of your operation or answering media inquiries, now is a great time to make connections, even if they aren't in person. Introduce yourself via email, social media or other outlets to let them know you are here for them and can offer a bright spot in an otherwise stressful time. Distribute any updates in a timely and concise manner and identifying a spokesperson for your facility can make sure a consistent message is shared. GCSAA has many resources to help you with public and media relations. www.gcsaa.org/pandemic

Develop – Organize a reference file (physical or virtual) for dealing with the crisis. It can be clearing house for you and your staff in dealing with the issues you are facing in the "new normal." In addition, it's a good way to have easy access to basic information about your operation that you can share with others like the basic facts about course, the measures you are taking to comply with virus-related recommendations, and how you are using best management practices when normal operations resume. GCSAA has established templates to assist you. www.gcsaa.org/pandemic



2

MAKING RISK LESS RISKY

Identify any risks to your operation that may be a result of current events. Once you identify risks, you can work with your key-decision makers to develop a plan to identify the likelihood of each risk factor and apply possible solutions. Some of the issues you may face are:

- Loss of revenue due to mandated closures or reduction in golfers
- Increased expenses in order to comply with new restrictions and rules
- Damage to the golf course due to reduced maintenance
- Disruption with supply chains
- Staff not being paid
- Staff getting sick in the epidemic



While GCSAA has transitioned to remote operations during the pandemic, all GCSAA services are still available.

Call 800-472-7878 or email mbrhelp@gcsaa.org for general assistance, or visit www.gcsaa.org/ contact to reach out directly to a staff member.

3

TAKE PREVENTIVE MEASURES NOW

If you are still operating, you can take some of the following steps that golf courses around the country are implementing to halt the spread of the virus:

- Maintain 6 ft social distancing at all times
- Increase communication with your team. Utilize apps such as WhatsApp or GroupMe
- Adjusting break/lunch times to limit contact between employees
- Consider setting up seating areas outside for employees to take breaks and lunch
- Eliminating time clocks or assigning management/one individual the responsibility of punching employees in/out
- Hold team meetings outside or in the equipment maintenance area
- Supply gloves to your team
- Assigning staff pieces of equipment/carts to eliminate sharing between employees
- Place hand sanitizer throughout the maintenance area
- Sanitizing touchable surfaces/carts/equipment/bathrooms/breakrooms daily (or multiple times a day)
- Sanitize all hand tools
- Adjusting management practices (reducing mowing, cultural practices, etc.)
- Increasing the time between tee times
- Removing all touchable surfaces (flagsticks, bunker rakes, water coolers, ball washers, etc.)
- If you leave the flagstick in raise the cup 1", turn the cup upside down, use something to fill the cup to raise the bottom of the cup
- Enforcing one golfer per cart policy
- Providing golfers with sanitizing wipes/bottles if available
- Sanitizing golf carts after each round
- Altering range practices to comply with social distancing



4

GOLF IS IN THIS TOGETHER

With the current practice of social distancing, it can seem like you are all alone at your course. However your GCSAA family and the greater golf community are here for you.



Reach out to other superintendents –

Find out how they are facing challenges, share resources if supplies are running low and have a united front in the community. If one course closes, could you have a reciprocal relationship with them? Could their laid off employees fill in for yours who may be sick or home with family? Now is the time to show the strength and camaraderie of the golf industry,

Stay in touch with your chapter – While chapter meetings are on hold as large gatherings are banned, check in with your chapter. See how you can other members in need or how they can assist you.

GCSAA has myriad resources to help you – GCSAA is here and fully operational to help you through the crisis. Whether you are taking advantage of our catalogue of free online webinars, calling your local field staff representative to discuss issues in your region or keeping up to date on the state of industry. GCSAA is still here for you.



ADDITIONAL RESOURCES

CDC:

<https://www.cdc.gov/coronavirus/2019-nCoV/index.html>

OSHA:

<https://www.osha.gov/>

World Health Organization:

<https://www.who.int/>

GCSAA COVID-19:

gcsaa.org/pandemic



COVID-19 UPDATE

April 9, 2020

State Updates

- **Nevada** – Governor Sisolak extended the statewide “Stay at Home” order on Wednesday night, and directed all recreational facilities to close, including golf courses. Clarification is being sought on whether maintenance is permitted.
- **New York** – Governor Cuomo issued new guidance on the Executive Order and what businesses are deemed non-essential. Within that guidance, golf courses are specifically listed as non-essential and must close until at least April 29. The new guidance may be found [HERE](#).
- **States with an Executive Order but courses can remain open for play:**
 - o Alabama, Arizona, California*, Colorado*, Connecticut, Delaware, Florida*, Georgia, Hawaii*, Idaho, Indiana, Kansas, Kentucky*, Louisiana, Mississippi, Missouri, Montana, North Carolina, Ohio, Oklahoma, Oregon, Rhode Island*, South Carolina, South Dakota*, Tennessee*, Utah*, Virginia, West Virginia, and Wyoming.
 - * Certain jurisdictions have issued closures
- **States with an Executive Order and required course closures but maintenance allowed:**
 - o Alaska, Illinois, Maine, Maryland, Massachusetts, Michigan, Minnesota, New Hampshire, New Jersey, Nevada*, New Mexico, New York, Pennsylvania, Vermont, Washington, Wisconsin
- **Executive Order issued with required course closures and maintenance not allowed:**
 - o None currently
- **Executive Order issued but clarity needed on the impact to golf courses:**
 - o Texas

Media Coverage

[Pennsylvania](#) – Why is fishing okay but golf is not during coronavirus

[Massachusetts](#) – Golfers in Brockton ignoring mayor’s warning to stay home, trespass onto courses

[Florida](#) – Local golf courses could be shut down after complaints

Federal Updates

- Efforts in Washington aimed at providing further funding for economic relief programs established in the CARES Act ground to a halt today. McConnell offered a hyper targeted piece of legislative language to add \$250 billion to the PPP program that is expected by SBA to be fully depleted relatively soon. Without members of Congress here, the hope was to move this without a vote but Democrats objected. They want the Senate and eventually the House to layer additional funding on, including hundreds of billions more for hospitals and health care needs, the federal food stamp program and state and local government.
- Negotiating will play out over the weekend. Congress is expected to then turn back to finish drafting a second edition of the CARES Act that is expected to stay focused on the programs established in CARES, making funding increases, extending timelines and adjusting technical language and availability of CARES businesses to a wider range of businesses and non-profits.

Park and Play Program Coronavirus Protocols for Open Golf Courses



Coronavirus (COVID-19) is impacting businesses worldwide, and in an effort to protect their citizens, governors are closing those businesses whose activity may promote the spread of the virus.

NGCOA supports the state officials' efforts to minimize the

spread of COVID-19; however, we are asking them to understand golf is a hybrid business. The indoor elements of our business exist within the clubhouse, but our core business—playing golf—exists in an open outdoor environment and should be assessed differently.

If your golf course is located in a state that is still allowing access to the golf course, consider implementing the following program:

PARK and PLAY Program

NGCOA feels it's important to support public health and safety initiatives. So to adhere to the social distancing requirement, we've created this list of measures you can take to implement a "Park and Play" program at your course. The Park and Play program gives your golfers confidence that they can drive to your course, park their cars, get to and around the course, and back to the parking lot in as safe an environment as possible.

These measures align with the [Center for Disease Control and Prevention's \(CDC\) "social distancing"](#) and sanitation practices, and have been reviewed and approved by a physician at the Infectious [Diseases Society of America](#). Once adopted by your staff and your customers, these measures will allow your course to continue operations, help the public feel more comfortable, and set expectations on near term limitations during this trying time.

- Encourage golfers to pay in advance over the phone with a credit card, or book online, show up to a pre-positioned sanitized cart, and proceed to the first tee without personal contact.
- Recommend all customers order food and beverage services via phone or other remote method during the social distancing period.
- Place appropriate signage outside the pro-shop and clubhouse entries briefly outlining the social distancing guidelines in place.
- Place appropriate signage on carts and around the clubhouse with the phone number to call in food orders with an explanation that credit card transactions are requested.
- Eliminate sit-down food and beverage services. Use "call-ahead," "take-out" and/or "to go" services only. Consider delivery as an option from the beverage cart, or an additional golf cart if feasible.
- Provide protective gloves to all staff handling cash or credit cards during all transactions.
- Consider increasing your tee time intervals to spread players out on the course.
- Direct players to leave the pin in the cup at all times. You can also raise the cup up an inch above the green surface and count it when the ball hits it. This is a good time for "gimmies."

- Follow all guidance to not exceed gathering limits established by local and state authorities.
- Conduct no indoor events if possible.
- Remove ball washing stations or place out of usable areas.
- Remove all trash cans from the golf course.
- Remove rakes from the course and temporarily play these areas as non hazards. Put a local rule in place that permits placing your golf ball in any bunker on the course.
- Spread out driving range stations to separate customers.
- Remove all water stations from the course and either provide bottled water or advise them to purchase beverages prior to tee off.
- Remove bulk scorecard, pencil and tee holders from starter areas. Only issue when requested.
- Remove all water stations from the course and either provide bottled water or advise them to purchase beverages prior to tee off.
- After play, ask golfers to go directly to their carts and park them in designated areas.
- Ask your customers to personally dispose of any trash they may have in the nearby receptacles.
- Update your website to indicate you are participating in the "Park and Play" program.

Preparing Your Facility

- Eliminate walk-up tee times and require tee times be made in advance, while encouraging advance pay. Update your website to indicate this.
- Provide clear professional signage informing guests of operational changes and encourage recommended sanitation practices.
- Increase the frequency of routine cleaning, sanitization and disinfection of all locations, especially all common and high traffic areas, and frequently touched surfaces.
- Increase the number of hand sanitizer stations throughout the clubhouse, especially entry points and lobby.
- Increase frequency of HVAC system filter changing, and schedule more frequent cleaning of the system.
- Do not provide rental clubs during this period but, if necessary, ensure sanitation prior to issuance.
- Remove all non-essential devices from the range, such as bag stands or den caddies. Place balls on the range for your customers so they can be accessed using a club.
- Remove all merchandise items, normally smaller accessories, from your counter and place them out of reach of any customers that may be inside.
- Minimize indoor seating in bar and restaurant as these seating should be limited and spread out for those awaiting "to go" orders only.
- Ensure golf carts and other rental equipment are properly sanitized prior to issuing to customers.
- Ensure approved antimicrobial products are used for all sanitation procedures.
- Disconnect or remove water dispenser/coolers; this includes on-course units unless they offer foot control activation. Consider providing bottled water to players.

continued on next page

Park and Play Program *continued from previous page*

- Remove sand containers, coolers or anything from a golf cart that could be “shared.” This includes scorecards, tees, pencils and towels - these items should not be offered during this time.
- Short Game and Putting Practice Areas: Remove shag bags and devices that collect or push balls (such as PVC piping) from the area. Place alignment sticks, or stakes on the green as targets, and/or turn the cups upside down and leave in the hole. Remove all flags and institute a “bring your own practice balls policy.”
- Remove bar stools if the bar is open for “to go” service; do not promote seating.
- If portable restrooms are used, they must include hand washing stations with foot-activated devices adjacent to the units.
- Ensure range balls are cleaned thoroughly with soap after every pick up prior to making available for customers.

Preparing Your Staff

- Ensure staff are trained on hygiene, sanitation and food handling to learn about epidemic prevention and control.
- Ensure staff can recognize the symptoms of COVID-19 and know how to act responsibly if they detect or exhibit symptoms.
- All staff handling cash or credit cards must wear protective gloves during all transactions.
- Encourage golfers and staff to replace handshakes with other touch-less forms of greeting.

[Click here for a printable list of measures](#)

Is CBD Gaining a Foothold in Golf Retail?

by [Erik Matuszewski](#)

Golf is the game of a lifetime, with participants playing into their

Golden Years and beyond. It's also a game of imperfection, which is why even the best golfers are constantly seeking improvement, and as much mental as it is physical. As Bobby Jones famously said, “Golf is a game that is played on a 5-inch course – the distance between your ears.”

Given its demographic and all the challenges that golf presents, it's no wonder that many CBD companies are aggressively pushing into what they see as a bountiful market. For a product that claims to help with relaxation, focus, mood, aches, pains and energy, golfers seem to be a perfect fit. Eight exhibitors are signed on to participate and market CBD products at the 2020 PGA Merchandise Show in Orlando, a step up from seven a year ago.

“Golfers may be seen by some as conservative, but they're always eager to adopt something new,” said Jay Hartenbach, the CEO and co-founder of Irvine, California-based CBD company Medterra, which has partnerships with PGA TOUR players such as Charley Hoffman and Lucas Glover. “This mass and rapid adoption of CBD proves that.”

Talk to the CBD companies and they'll tell you that interest in their products is strong among golfers. And anecdotally, you'll certainly hear stories from golfers themselves about how CBD — or cannabidiol — helped them loosen up or calm down before or during a round, recover afterward, get rid of the yips, or simply get better mental clarity and focus throughout the day. But what are golf retailers seeing? Are pro shops embracing CBD and, if so, how are they deciding which companies to partner with? What about the golf-specific stores?

Eric Lohman, the General Manager of Monarch Beach Golf Links in



Southern California, said he's seen an “overwhelmingly positive” response after introducing CBD products as a new retail category. CBD is made from one of the many compounds found in the hemp plant and doesn't have a psychoactive element, unlike THC, or tetrahydrocannabinol, which is similarly extracted from a cannabis plant and produces marijuana's high.



PGA Tour golfer Charley Hoffman with a tincture of CBD oil. (Photo courtesy of Medterra)

“I wasn't that familiar with this product and am always skeptical of easy or quick fixes, but once I learned more about it and met the folks from Medterra my skepticism turned to intrigue,” said Lohman, who's started using the products himself. “We run a dynamic and progressive retail and recreation golf resort, and after learning about CBD and its positive attributes I wanted to test it. I was amazed about how fast it sold and the interest from our guests.”

Medterra has been one of the most aggressive movers in the CBD

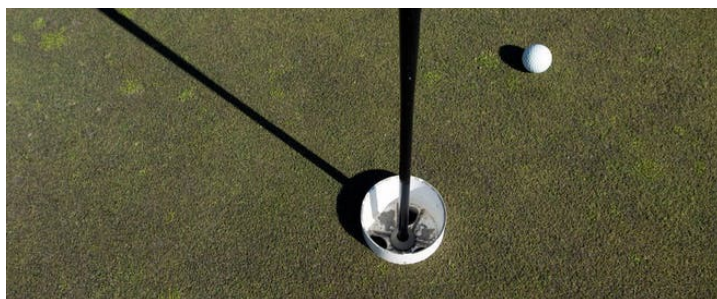
space. Its products — tinctures, capsules and topicals — are in more than 300 golf facilities nationwide as well as major retailers such as PGA Tour Superstore and Worldwide Golf Shops, both of which are among the NGF's top 100 companies in the golf industry. Medterra will be in attendance at the PGA Show, as will cbdMD, Boomer Golf, EndoSport, Muscle MX, Bestball, Virun Nutra Biopharmaceuticals and Aspen Green. There are also other companies, like Pure Swing CBD, Real Brands and Enveed, that have products from oils to gummies that are targeted at golfers.

National News

Rules and Handicapping Guidance During COVID-19 ERA

The USGA stands with our entire golf community during this time. We all love the game for the escape it provides, and it is our great hope that we will all be able to play it, watch it and enjoy it together soon. We continue to urge everyone to follow the guidelines from health and governmental officials to keep you and those around you safe, and to minimize any possible exposure to coronavirus. This is especially true on a golf course, where golfers, workers and owners should heighten their level of awareness on exposure to surfaces like flagsticks, golf balls, bunker rakes, tees, carts and scorecards. We all need to do our part to respect expert advice and make the right decisions to protect each other.

It is not the intended purpose of the below guidance to either encourage or discourage anyone from playing the game, but rather, in our governance role, to help golf course operators, committees and golfers better understand how the Rules of Golf and Rules of Handicapping apply to the various questions we have received.



The 2019 Rules of Golf were drafted to offer each Committee the flexibility to make decisions as to how golf is played at their course or in competition and the Committee Procedures section of the Official Guide to the Rules of Golf (available [online here](#)) offers a significant amount of guidance and recommendations on how to address circumstances unique to each course or competition.

This flexibility will prove to be very helpful as Committees look to address many of the challenges they are facing within the current environment. While the Committee Procedures section is a tremendous resource and has much to offer, many of the current questions were not originally contemplated under the Rules of Golf and therefore there is no history or guidance provided. To better address the questions that have come about because of these unique circumstances and the related challenges, additional guidance can be accessed by [clicking here](#). This will continue to be updated as additional questions are received.

From the perspective of the Rules of Handicapping, the most frequent questions received are primarily related to the acceptability of scores for posting to a player's scoring record. In particular, relating to modifying the hole and not requiring the player to "hole out" as required under the Rules of Golf. These are founded in a desire to minimize the possibility of exposing golfers to coronavirus and have included leaving the hole liner raised above the putting surface or placing various objects into the hole so the ball can be more easily removed. In these specific cases, provided guidance from

health and governmental officials is being followed, a temporary measure is in place within the United States to accept scores played under these conditions for handicap purposes using the most likely score guidelines, even though the player has not holed out.

This temporary measure is now in effect within the United States until advised otherwise by the USGA. For more information and detailed guidance, please [click here](#) or contact your area and state golf association.

Paycheck Protection Program



The new Paycheck Protection Program will help your small business with payroll and other business operating expenses.

DON'T DELAY!

Small business owners Friday, April 3, 2020;
independent contractors and self-employed individuals
can start applying Friday April 10, 2020.
Apply quickly because there is a funding cap.

- Visit SBA's Paycheck Protection Program website for more information.
- Click here for a borrower information sheet.
- Click here for a downloadable loan application.

Paycheck Protection Program Highlights:

- Funds are provided in the form of loans that will be fully forgiven when used for payroll costs, interest on mortgages, rent and utilities (due to likely high subscription, at least 75% of the forgiven amount must have been used for payroll).
- Loan payments will also be deferred for six months. No collateral or personal guarantees are required. Neither the government nor lenders will charge small businesses any fees.
- Forgiveness is based on the employer maintaining or quickly rehiring employees and maintaining salary levels. Forgiveness will be reduced if full-time headcount declines, or if salaries and wages decrease.
- Small businesses with 500 or fewer employees are eligible. Businesses with more than 500 employees are eligible in certain industries.

[Click here to visit NCGOA's Coronavirus Center for details on this and other programs](#) as they relate to small businesses. Please contact me directly with questions.

National News

The National Golf Course Owners Association Announces Award Winners for 2020



NGCOA

The National Golf Course Owners Association (NGCOA) has announced the winners of its annual awards. Each year, the NGCOA recognizes the most outstanding members of the past year, and the individuals and organizations that have helped preserve the tradition of the game while embracing the challenges and opportunities of the golf business. "There's excitement for this special night when we get the opportunity to honor and recognize our members and industry peers," said Dick Stuntz, President of the NGCOA Board of Directors. "We are elated to honor such a great group this year and look forward to seeing everyone there."

All winners were recognized at Golf Business Conference 2020's Celebration and Awards Dinner on January 22 in Orlando.

National Course of the Year Award

Recognizes a golf course that epitomizes exceptional course quality and management excellence, makes important contributions to its communities and the game, and is a model of operations to its peers. The following members were selected as the Regional Course of the Year winners (from which the National Course of the Year is chosen):

- Hickory Stick Golf Club, Greenwood, IN (Midwest Region)
- Old Siasconset Golf Course, Nantucket, MA (East Region)
- Streamsong Black, Bowling Green, FL (South Region)
- Skylinks at Long Beach, Long Beach, CA (West Region)

From these regional winners, the NGCOA Board of Directors selected Hickory Stick Golf Club as the winner of the 2020 National Course of the Year.

Champion Award

Bestowed upon individuals or entities which have succeeded in working on behalf of a group of owners – locally, regionally, nationally or internationally – and have garnered significant victory for our members.

• Southern California Golf Association for its tireless governmental affairs efforts
And the combination of:

- NY State Club Association
- Metropolitan Golf Association
- National Club Association
- Club Management Association of America (National and Local)

for their collaborative efforts in defeating a NY tax bill that would have negatively impacted course owners across the state.



Don Rossi Award

Given for significant and long-lasting contribution to the NGCOA

- Rock Lucas, Owner, Charwood Golf Club, West Columbia, SC

Player Development Award

Bestowed upon a course, entity or individual, which has implemented true and tested player development programs, providing effective return-on-investment and an overall welcoming atmosphere for new golfers of all ages.

- Youth on Course, Pebble Beach, CA
- Applewood Golf Course's Golf Fore Life Learning Center, Golden, CO
- Wilderness Ridge Golf Club, Lincoln, NE

Jemsek Award for Golf Course Excellence

Honors the world's top golf courses, which are widely known for superior quality, having hosted major amateur and professional tournaments and for being venues to which golfers travel from far and wide.

- Spyglass Hill Golf Course, Pebble Beach, CA

Paul Porter Award

Recognizes an NGCOA member who left an enduring mark on a chapter or international affiliate through the highest level of commitment, service and leadership.

- Curt Walker, Executive Director, Midwest Golf Course Owners Association

About the Golf Business Conference

The Golf Business Conference is the industry's largest annual gathering of golf course owners and operators, and is hosted by the NGCOA. The event offers relevant and timely education delivered by expert speakers on the most critical areas of golf course operations, countless opportunities for owners and operators to connect and reconnect with hundreds of their peers, a casual golf outing for fun and networking, and an awards banquet to recognize some of the most significant contributors to the golf industry. GBC20 admission includes entrance to the co-located PGA Merchandise Show's Demo Day and Exhibition Hall, which includes exhibitions, demonstrations and additional networking opportunities. Visit golfbusinessconference.com for more information.



National News

Golf Business RevCon 2020

While golf courses are definitely in the business of selling tee times, financial success is NOT about how many rounds you sold.

It's all about REVENUE!



Golf courses are changing how they sell and what they sell, from the 8-minute tee time to the monthly subscription service. Many golf course owners and operators are learning the intricacies of what drives demand and when, and how responsive pricing techniques are improving margins. Yet many others are simply launching new types of businesses and revenue streams—diversifying what happens on the green and under the roof to boost income.

Golf Business RevCon is NGCOA's newest event, **and it's all about REVENUE!** At this 2-day event, golf course owners and operators will learn how to make more money from current operations, and how to choose and implement the latest technologies and activities to build new income streams.

From launching new types of businesses, to analyzing revenue management strategies, to meeting suppliers that play critical roles in providing needle-moving tools and latest technologies, this event's education is essential for any golf course looking to grow the top and bottom lines.

Join us September 30 – October 1, 2020 at the ARIA Resort & Casino in Las Vegas for the industry's only event specifically designed to analyze and grow golf course revenue:

- Meet other course owners and operators from around the country
- Find ways to launch new revenue-boosting products and services
- Discover the best ways to optimize your current money-making activities
- Uncover the NEXT BIG THING to make your golf business more successful
- And much more!

EDUCATION

Golf Business RevCon will feature a host of educational sessions to help attendees both leverage current revenue streams and develop new ones. You'll get answers to your most pressing questions, learn best practices, discover solutions that work for your business, and...have the opportunity to participate in real-time demonstrations.

Session topics may include:

- Subscription models
- Dynamic pricing
- Non-golf revenue: planning and executing successful events
- Golf entertainment
- Sponsor demos, workshops
- and more!

NETWORKING

You'll be amazed at the myriad networking opportunities this event offers that allow you to connect with suppliers and forge meaningful relationships with peers and leaders who can help your business grow and thrive.

SAVE THE DATE!

Registration will open soon. After you register, make sure to [reserve your room at the ARIA Resort & Casino](#), book your flight to Vegas, pack your laptop and get ready to grow your top and bottom lines! #RevCon20.



National News

Coronavirus Effects Throughout the Golf Business

by [National Golf Foundation](#)

The NGF has been reaching out to representatives of the Top 100 Businesses in Golf as well as other golf companies and organizations to assess how the ongoing pandemic has affected business to this point.

Based on initial responses, 93% of companies and associations report that the majority of their employees are now working remotely, with a particular mention of marketing, sales, administration and communications. Of those, almost one-third have all employees working remotely. At the time of the surveys, only 7% of responding companies — mostly in less-populated states in the Midwest — indicated that all employees were still working at headquarters or their primary location, although in some instances shifts were staggered to reduce interaction.

The following is a snapshot of general findings from ongoing engagement with companies in several verticals within the golf industry. These findings don't pertain to all businesses within a particular category, but are intended to present an overview of feedback received at this time.

MANAGEMENT COMPANIES (MCOs)

The coronavirus pandemic has had a notable impact on MCOs, some of which are trying to keep up with ever-changing rules, regulations and mandates on golf operations that can vary widely from state to state. Even in states where a stay at home order is in place or there's a restriction on non-essential businesses, exceptions are being made for outside golf operations. Temporary shutdowns continue at a growing percentage of golf facilities across the country, prompting many operators to look into federal legislation and relief options for the golf industry.

RETAIL

Major golf retailers nationwide have temporarily shut their doors, putting a strain on suppliers down the chain. Approximately 100 Golf Galaxy stores nationwide temporarily shut their doors as parent company DICK'S Sporting Goods temporarily closed all its retail locations through at least April 2. Worldwide Golf Shops temporarily closed all of its 83 retail locations, while PGA TOUR Superstore has shut down all in-store shopping through April 2. Golf Galaxy and PGA TOUR Superstore offer curbside pickup service — in states in which it's permitted — for customers who place orders online, while continuing to sell online.

A nationwide survey of independent golf retailers shows that at least 33 percent remain open to customers.

GOLF EQUIPMENT COMPANIES (OEMs)

You'll be amazed at the myriad networking opportunities this event offers that allow you to connect with suppliers and forge meaningful relationships with peers and leaders who can help your business grow and thrive.



[PING GOLF](#)
✓ @PingTour

To our loyal friends and followers;

For the health and safety of our more than 800 loyal employees and their families, we are voluntarily closing our Phoenix facility for the next couple of weeks. Stay safe and Play Your Best.



SHAFT COMPANIES

Most companies note a significant impact on operations, including some notices from partners/OEMs to hold all shipments temporarily, while having to suspend some production and product testing, both domestically and overseas.

APPAREL / ACCESSORY

A domino effect is causing a noticeable impact in this category, with a robust supply chain currently stalled leading to order cancellations and delays. Some companies are affected by the government orders that have put stringent limitations on businesses, while others report that even if they were able to distribute inventory, there's nowhere for it to go given the temporary closure of retail outlets.

CLUB-FITTERS AND INSTRUCTION

Club-fitting and instructional locations have been impacted severely, with a rash of temporary location closures across the country. While layoffs are a possibility, there's a strong push by some companies and individuals to move instruction capability online, including putting new software in place that allows coaches to interact with students from home.

GOLF MEDIA

GOLF Channel is broadcasting primarily pre-packaged footage with all tournament golf canceled through at least May, and is working toward a more thematic approach to programming for the coming weeks. Several golf media outlets report strong digital traffic growth — not all virus-related — particularly in the service and lifestyles categories as passionate golfers seek “an escape.”

Coronavirus Effects Throughout the Golf Business

continued from previous page



[GOLFTEC@GOLFTEC](#)

How are you staying golf ready at home? Post your at home golf setup and what you are working on using [#StayGolfReady](#). We will be giving away some great prizes to our favorites including virtual lessons with our Teaching Quality team.



GOLF ENTERTAINMENT

Topgolf and Drive Shack have shut down all golf entertainment venues in the U.S., complying with government mandates on mass gatherings. Other similar companies have followed suit in the golf-entertainment space, which has been among the fastest-growing forms of engagement with the game in recent years.

ASSOCIATIONS

Golf's major associations have taken a hit, understandably, especially those that hold major tournaments which account for a significant portion of revenue, and are continuing to adapt. The PGA TOUR, PGA of America, USGA and LPGA have the majority of their staffs working remotely amid a rash of event and tournament cancellations and postponements, while other industry associations, including the National Golf Course Owners Association and Golf Course Superintendents Association, actively continue to keep members informed and advocate for their interests during the ongoing crisis.

Updated PGA Tour schedule, including the majors, [\(click here\)](#).

TURF AND COURSE SUPPLIERS

Even the most restrictive government orders concerning operations allow for businesses to operate in a minimal way to protect assets and or inventory. In golf's case, this means at least periodic mowing, maintenance and ongoing treatment of turf grass and other issues central to its most vital asset. Turf care and chemical companies are seeing less of an immediate hit as a result, but some anticipate potential supply chain issues. A number of companies that provide essential course products – from tee markers and flags to water coolers, ball washers and the like – are reporting a decline in production.

NGCOA Members Now Get Significant Savings with NGCOA Insurance Services

Medical, Property & Casualty, and Flood Mitigation Services

NGCOA is pleased to announce [NGCOA Insurance Services](#), its newest member offering under a corporate partnership agreement with Holmes Murphy and Flood Risk America.

This partnership makes comprehensive insurance services affordable and available to golf courses of all sizes. NGCOA member golf courses and their employees will have access to best rates on:

- Medical & Pharmacy: (includes Dental, Vision, Life and Disability insurance). NGCOA members can save an average of 10% on their healthcare and pharmacy spend.
- Property & Casualty Insurance: NGCOA members eligible for captive solutions can earn an average 30% of premium, less for guaranteed cost plans.
- Flood Mitigation Services: NGCOA members receive a detailed flood risk assessment, 24/7 flood monitoring, and 24/7 flood mitigation and defense.

"The majority of our member courses are small and medium-sized businesses, which are often challenged to find comprehensive and well-priced benefits and insurance for their employees and their properties," said Jay Karen, Chief Executive Officer of NGCOA. "With the purchasing power of more than 3,500 member courses, our insurance partners are perfectly positioned to deliver great value for all our member courses - no matter the size." [Read the official announcement here.](#)



VA Governor Ralph S. Northam Executive Order 55 Temporary Stay at Home Order

Golf Courses Remain Open for Play Under COVID-19 Guidelines

On March 30th, Virginia Governor, Ralph S. Northam signed an executive order that mandates all individuals in Virginia shall remain at their place of residence, except as provided by the exemptions in the order. To the extent individuals use shared or outdoor spaces, whether on land or on water, they must at all times maintain social distancing of at least six feet from any other person, (exception of family or household members or caretakers). One of the exemptions is “engaging in outdoor activity, including exercise, provided individuals comply with social distancing requirements”.

Regarding golf shops, it is suggested to prominently display signs requiring social distancing in the golf shop and max 10 customers at a time. Golf shops open only to people who are playing on the course. [Click here to read Park & Play Guidelines from NGCOA.](#)

[Click here](#) to read the executive order.



Dominion Energy Charity Classic named top event by PGA Tour Champions players

The Dominion Energy Charity Classic has quickly become a favorite tournament of professional golfers.

The PGA Tour Champions announced Wednesday night that the tournament was given the Players Award as the year's top tournament, as voted on by the players.

This is the third time in the event's four-year history that the DECC, held at the Country Club of Virginia's James River course, has been given the Players Award.

Golfers have consistently praised both the course and the town's hospitality.

“The James River course has a lot to do with my vote for the Dominion Energy Charity Classic to receive the Players Award this year,” Tour golfer Jay Haas said in a press release.

“The food and hospitality are terrific, but I also get the feeling that the majority of the members really want us there. I realize that's something that can't be measured, but it's something we all sense and appreciate.”

This year's tournament has been set for the week of Oct. 12-18, 2020, and will once again be part of the tour's Schwab Cup playoffs.



Fans watch tournament winner Miguel Angel Jiménez of Spain during the final round of the Dominion Energy Charity Classic golf tournament at Country Club of Virginia on Monday, October 21, 2019.

VSGA Events Postponed through May 10th

We share in your concerns about the COVID-19 epidemic and its impact on everyday life in Virginia. The health and wellness of all VSGA members is of the highest priority. We continue to monitor reports from government leaders and health officials and are using those updates to guide our response to the epidemic.

Updating a previous decision to postpone all VSGA events through at least April 23, the VSGA has extended that period to include all VSGA championships, One-Day Events, Junior Golf Circuit events and education events through at least May 10.

We recognize that Governor Northam has issued a statewide Stay-at-Home order that is in place until June 10. However, the order states that this may be amended or rescinded by further executive order, so we will provide another update on or around April 27 in case there is any new information



that comes out between now and then.

The VSGA will try to reschedule as many postponed events as possible later in the year. We will only resume play when we believe it is safe for competitors, staff, Rules officials and any other tournament volunteers and club officials.

Players with active entries should NOT withdraw from events online, as that will not result in a full refund. Additional communication is forthcoming with information regarding refunds, credits, etc. from specific events.

Additionally, most of the VSGA staff is currently working remotely, but we are available to attend to your needs and questions during normal business hours (8:30 a.m.-5:00 p.m. Monday-Friday). Please contact VSGA headquarters at (804) 378-2300 with any questions or concerns and to connect with the appropriate staff member(s).

The VSGA has created a [COVID-19 Resource page](#) with useful links and information on the ongoing Coronavirus crisis.

Still want to go out and play in a safe manner? Please reference [this short video](#) for precautions you can take to ensure a safe experience on the golf course.

BMW Championship to shift to Baltimore in 2021

by [WILL GRAY](#)

The BMW Championship is heading east next year.

Tournament officials announced Thursday that the FedEx Cup Playoff event will be staged at **Caves Valley Golf Club** outside Baltimore in 2021. It will be the first time the PGA Tour has held a tournament in the Baltimore area since 1962, and

would be the first Tour event in the state of Maryland since the Quicken Loans National folded in 2018.

The move continues a recent trend of visiting new markets for the BMW, which is annually run by the Western Golf Association. In the FedEx Cup era, the tournament has also been held in St. Louis (2008), Indianapolis (2012

and 2016), Denver (2014) and Philadelphia (2018) while remaining in Chicago in alternate years.

Last year's event was held at Medinah while this year's tournament will shift across town to Olympia Fields Country Club, marking the first time it's

been staged in the Chicago area in consecutive years since a three-year run at Cog Hill from 2009-11.

This will be the first PGA Tour event ever played at Caves Valley, which opened in 1991 and has hosted the 2002 U.S. Senior Open, 2014 UL International Crown and 2017 Senior Players Championship among other



marquee amateur events.

The second of three postseason events, the BMW annually features a 70-man field with the top 30 in points advancing to the season-ending Tour Championship.

Maryland Governor Not Budging on Golf Course Operation

Golf Course Maintenance is OK



Early on, Governor Larry Hogan moved to close “non-essential” businesses in an effort to contain the COVID-19 pandemic. In his order, he did allow the following:

“Engaging in outdoor exercise activities, such as walking, hiking, running, or biking, but only in compliance with paragraph III below and

applicable social distancing guidance published by the U.S. Centers for Disease Control and Prevention (“CDC”) and the Maryland Department of Health (“MDH”).”

Missing from that list of acceptable outdoor activities was golf, an activity allowed in neighboring states Virginia, Delaware and West Virginia. An effort by NGCOA Mid-Atlantic to reinstate golf has fallen on deaf ears so far. At least the state did approve golf course maintenance, to preserve the asset.

“This is really tough on daily fee golf courses, which do not have dues to sustain them during a forced closure,” said David Norman, NGCOA Mid-Atlantic Executive Director. “It’s hard to imagine that parks can be open for walking but a golf course cannot. Playing golf is the quintessential social distancing activity, as many other states have recognized. The industry has developed strict guidelines to comply with COVID-19 protocols.”

In response to the ban, Marylanders have traveled to neighboring states to play and enjoy this healthful outdoor activity. A large majority of players are walking, carrying their clubs or using a push cart. The trend is for golf carts to be “single rider”. But for now, Maryland golfers must wait until the Governor’s Order is modified or lifted.

MSGA Schedule Update Regarding Coronavirus (COVID-19)

The MSGA is carefully monitoring all information available regarding Coronavirus (COVID-19). First and foremost, we are committed to minimizing risk of exposure and transmission of this virus to our members. Given ongoing CDC guidance and the ever-changing dynamics of the Coronavirus pandemic, the MSGA has decided to temporarily suspend all registration for events. We will continue to monitor the situation and re-open registration as soon as possible.



MSGA Event Updates:

Men's State Team Championship – Postponed to May 16, 17, 23, 24, 30, 31

Women's Division Rules Seminar – April 27th – CANCELLED

Women's State Team Championship – Postponed until late summer or fall, with dates to be announced in the coming weeks.

We will continue monitoring announcements and developments and will follow recommended guidelines provided by local, state, and national health authorities.

We encourage all member clubs, members, and players to do the same and to follow sound, basic hygiene including:

- Frequent washing of hands (for at least 20 seconds)
- Avoid touching your eyes, nose and mouth
- Cover your mouth when sneezing/coughing
- Maximize your space between each other
- Refrain from hand-shakes (only until this is over)

We urge our clubs to use disinfecting wipes to clean the surfaces of frequent contact points such as cart steering wheels, door knobs, drinking fountains, bar tops and rails, etc.

If you registered for an event but are not feeling up to par, please withdraw from the event, and we will refund your registration fee in full without any handling fee. Ultimately, you will always be the best judge of your own health and well-being, but please also consider the impact to others.

We will continue to keep our clubs, members, and players updated via our website and/or email. If you have any questions, please feel free to contact the MSGA by phone or email. (410-653-5300, knewland@msga.org)

MAGA & WMGA Tournament Updates and COVID-19 Information



Efforts to contain the Coronavirus, COVID-19, have accelerated, with most states mandating the closing of non-essential businesses. In Maryland, that includes all golf courses.

At this time the only change to the MAGA schedule is the cancellation of our one day stroke play event at Mountain Branch on April 11. We will continue to assess the impact of the current crisis on the balance of our season and adjust as required. The USGA will notify us of any changes to their schedule of qualifying. As you are aware, local qualifying for the U. S. Open has been cancelled and all those entered will be issued full refunds.

The WMGA has postponed the start of the Senior Team Matches, which were scheduled to begin on Saturday, April 18. At this time we are not publishing a new start date. We are hopeful that we can play the Senior Team Matches at some point.

We urge everyone to take all necessary precautions and follow the guidance of the CDC, state, and local health authorities. If your course is closed to play, please follow the rules, so that you do not put your club in jeopardy. The health and well-being of our players and the members and staff of our member clubs is paramount and that continues to guide our decisions going forward. For detailed information and the steps you can take to combat the virus please visit the CDC website ⇒ [HERE](https://www.cdc.gov)

Currently, registration for our events remains open, on-line and via mail. You may register on-line ⇒ [HERE](https://www.wmga.org)

1. If you mail in an entry with either a check or credit card, you will be notified upon our receipt of your entry and your name will be added to the field. We will not cash your check or debit your credit card until we know for certain that the event is going to be played.

2. When an entry is processed on-line, the player is automatically placed in the 'Pending' category. Typically we transfer players from that category into the event within a few days. For now, all players who register on-line will remain in the 'Pending' category until we know the event is going to be played. That saves your card from being debited and limits the credit card fees we incur for a sale and refund. When you register, you will receive an e-mail which will also describe the updated process.

We will continue to keep everyone updated via our website and by e-mail. Please do not hesitate to contact our Executive Director, Michael Cumberpatch, with any questions or concerns – (410)991-7843 or e-mail middleatlanticga@outlook.com

Thank you for continued support and stay safe.



NGCOA-MA Industry Partners

Please patronize these vendors who support our association.

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North Carolina GCOA News

NC's statewide order to stay at home is met with compliance, but also some confusion

Golf Courses part of "essential services" under outdoor activity clause

by [MARTHA QUILLIN](#)

March 31, 2020

LIFE UNDER NEW RULES

Cooper's 30-day order, which took effect at 5 p.m. Monday, is an expansion of earlier measures. [Under the new rules](#), gatherings of more than 10 people are banned, and businesses that would bring together larger groups in close proximity are therefore closed.

The governor's office has said "essential" businesses can stay open, and those include restaurants providing take-out, drive-through or delivery food; ABC stores and wine shops; healthcare providers and pharmacies; hardware stores; post offices; office-supply stores; convenience stores; gas stations; car dealerships; veterinarians and pet-supply stores; hotels; airlines; transportation services and houses of worship. Golf Courses are part of "essential services" under the outdoor activity clause.

On its first day, the order appeared to have cut down on in-person shopping and errand-running;

There were several dozen cars in each of the parking lots at Target, Home Depot and Lowe's Home Improvement stores in the Crossroads shopping area, but fewer than a regular workday. Inside Lowe's, a recorded message played periodically to remind customers to keep their distance from one another while shopping and waiting in line at the registers.



The stores installed plastic shields at the registers last week to keep workers and customers from breathing on each other, and X's mark the floor in blue tape at 6-foot intervals in the checkout lane.

WHO DEFINES WHAT ESSENTIAL IS?

The definition of "essential business" may be inconsistent. A Hobby Lobby store in Raleigh was allowed to stay open, and a clerk who answered the phone said the store had argued that sales of craft

and fabric supplies to students fill an educational need, which is considered essential.

The store was admitting 10 customers at a time. But Joanne Fabrics in Cary was told it could not stay open or even fill online orders curbside, a clerk there said.

Some government entities in the state already have deemed Cooper's order insufficient to restrict movement and control the spread of COVID-19, and have enacted stricter rules of their own. In Watauga County, in the mountains, an order was set to take effect at 5 p.m. Monday requiring all residents who have spent a night away, and non-residents arriving for overnight stays, to self-quarantine for 14 days or until seven days after symptoms of illness have resolved, whichever is longer.



Coming to you from the John Deere Studio



JOHN DEERE

Sponsored by Yamaha



In each Golf Business Podcast episode, NGCOA will bring you, from the John Deere Studio, three segments of original, curated, informative content to help your golf course business thrive and grow:

- Coronavirus Updates
- Inside Golf Business — leading golf course owners, operators and industry experts will discuss the latest issues facing the industry;
- Owner to Owner — top owners will discuss what's on everyone's radar; and
- House Chat — NGCOA CEO Jay Karen, the staff and other industry experts share current news from within the association.

This podcast is supported by Yamaha Golf Cars, the Official Golf Car Partner of NGCOA.

[Click here to access the Podcast library](#)

North Carolina GCOA News



At the Carolinas Golf Association, we are committed to the health and well-being of our members and member clubs throughout the Carolinas. To reduce the impact of the COVID-19 outbreak conditions on our golfers, employees, volunteers and member club personnel, we have decided to suspend all CGA and TYGA events through May 10. We do not make this decision lightly, but on the recommendation of government health officials and other leaders, we believe this is the prudent move.

Which events are impacted?

All events previously scheduled to take place between now and May 10, have been suspended. This includes all CGA and TYGA championships and qualifiers, ladies four-ball play days, one-day events, interclub matches, USGA qualifiers and so on.

Will my event be rescheduled?

Events will be rescheduled on a case-by-case basis. We are actively working with all our host clubs in the hope that the majority of suspended events are able to be rescheduled.

Will I receive a refund?

All players who are currently in fields for events with start dates from today through May 10 will be contacted directly by the CGA about refunds and any other available options.

What about events that occur after May 10?

We want all our golfers to feel safe before returning to our events. We love conducting golf tournaments and we will play as soon as we can - as long as it is considered safe for everyone, including the people we go home to after the round. We are temporarily adjusting our withdrawal policy for the players who have already registered and paid for a tournament that occurs after May 10. Those players can withdraw at any time prior to the event and will receive a full refund with no admin fees. You can withdraw [here](#).

What events are open for registration?

Registration will remain open for events that take place on or after May 11. The CGA/TYGA will place all tournament entries on a "Pending List" in the order they are received. This means you can hold a spot in the tournament without paying an entry fee until the tournament is confirmed to be conducted.

How can you stay-up-date with the latest news?

We will continue to provide updates as this situation progresses. Visit our [website](#) and follow our social media feeds for updates regarding future announcements.

Thank you for your patience and support during this time!

Soon enough we will be giving and receiving congratulatory hugs and high fives. In the meantime, stay safe and use caution if you decide to play!

We're all in this together!

New Owners of Reems Creek Golf Club Lauded

"In my 20 year golf course consulting and brokerage career I have worked for just a few women in ownership positions at golf facilities. All were in with their family members (men) or through inheritance," said Brett Miller of MMA, a longtime golf course realtor in North Carolina.

So when Reems Creek Golf Club in the beautiful mountains of NC came up for sale through a bankruptcy, it looked like a possible closure or typical purchase for a local business man or a golf course industry professional. But when developers looked to possibly purchase the



course to develop in the red hot residential market, in stepped Summer Greene and Pam Faerber to take the lead for this community. They purchased a beautiful property and are making plans to take it to the next level.

Nestled in the foothills of the Blue Ridge Mountains, Reems Creek Golf Club offers a relaxing and



picturesque setting for a day on the links. The golf course was constructed by Hawtree & Sons, a British firm that sculpted a layout reminiscent of the look and feel of the Scottish Highlands.

REEMS CREEK GC
36 PINK FOX COVE ROAD
WEAVERVILLE, NC 28787
828-645-4383

<https://www.reemscreekgolf.com/>

North Carolina GCOA News

Guidelines for Single Rider Cart Use

PLEASE READ AND IMPLEMENT THESE STRONGLY RECOMMENDED GUIDELINES! IT IS CRITICAL THAT ALL GOLF COURSES THAT CHOOSE TO REMAIN OPEN DURING THIS TIME ADHERE TO THE GUIDELINES ESTABLISHED IN ORDER TO PROTECT YOUR GUESTS AND STAFF DURING THE COVID-19 PANDEMIC. FAILURE BY A SINGLE COURSE TO FOLLOW THESE RULES MAY RESULT IN THE LOSS OF OUR ABILITY AS AN INDUSTRY TO PROVIDE A VITAL, ESSENTIAL ACTIVITY TO THE PUBLIC WHEN IT IS NEEDED AS NEVER BEFORE.



There have been so many governmental actions affecting our golf operations in the Carolinas that many operators have been struggling to keep up with what we are supposed to be doing. Perhaps the most confusing aspect has been the direction (or lack thereof) on Single Rider Cart use - is it mandated, is it optional and exactly what are the specifics of how we are supposed to enact proper enforcement? This document has been prepared to help guide you through the steps you need to enact to ensure that your course AND your golfers are conforming with the mandates established.

NORTH CAROLINA

North Carolina saw the first efforts at implementation of Shelter-in-Place regulations in Mecklenburg County. This document was very comprehensive in nature, and defined specific activities and businesses as "Essential Businesses" which were permitted to continue operating during the Shelter-in-Place order. Golf courses are considered Essential Activities and thus are allowed to continue to operate, but they need to follow specific guidelines in order to remain compliant with the ordinance. This action was followed by similar actions in Durham, Wake County and other areas, with a state-wide Shelter-in-Place proclamation issued by Governor Roy Cooper effective Monday, March 30, 2020. Nearly all of the orders in North Carolina at this point allow continued operation of golf facilities, with some specifically requiring golf driving ranges to close. To date per our knowledge, no ordinance has specifically spelled out a direct golf cart policy at golf courses. However, close analysis and interpretation allows us to determine what specific policies meet the requirements of ordinances in North Carolina. They can be summed up as:

NORTH CAROLINA SINGLE RIDER GOLF CART RECOMMENDATION

- Golf can remain open as an essential activity provided the courses enforce social distancing standards in their operation, and take steps to protect the public at large from transmission of the COVID-19 virus.

- Golf carts may continue to be used, but must adhere to a single-rider per cart in order to maintain social distance standards. Even if a group travels to the golf course in the same car, current interpretation is that they **MUST** ride in individual golf carts while on the golf course. The only exception to this is members of the same household, which are allowed to ride on a golf cart. For reference to this, see North Carolina Executive Order No. 121, Section 1.1. **AS OF 3/29/2020, THE FOLLOWING EXCEPTION EXISTS IN MECKLENBURG COUNTY WHICH STATES THAT ALL CARTS MUST BE SINGLE RIDER ONLY, REGARDLESS OF WHETHER THEY ARE MEMBERS OF THE SAME HOUSEHOLD OR NOT.**

- Golfers must obey the social distance rule of maintaining a minimum of six feet (6' separation) at all times while on the golf course.
- Members of the same household are not required to maintain social distancing measures at any time.
- Any indoor dining/seating/congregating is not allowed. Any food sold at the golf course must be in a "take out"/"to go" format. No indoor or outdoor table service is allowed.

Many courses have gone to online, pre-paid rounds in an effort to reduce the interaction and time necessary to check in at the course. Whatever strategy you use must allow for whatever restrictions you can successfully control via your online sales.

LOCAL ORDINANCES

Please note that in addition to state ordinances there are potential city and county ordinances which could supersede state jurisdiction. At this point there is no clear direction, but the average business (of any type) would best be served by following the policies of the jurisdiction in which they reside until things are sorted out in a more organized fashion.

With several different declarations and a legal question surrounding what these declarations can and cannot do, we encourage courses to contact the jurisdiction in which they reside for specific guidelines in how they conform to any Stay-at-Home/Shelter-in-Place orders that may apply to them.

The bottom line is the golf industry is going to have to police ourselves in a very aggressive manner in order to comply with the mandate and remain open. You are free to determine how you comply to the best of your ability. We are attempting to provide as much information as we can, as we determine the expectations we face from our national, state and local leaders.

For other operating recommendations please refer to the [NGCOA's Park and Play Guidelines](#) and your respective association's COVID-19 webpages and resources.

[Carolinas PGA COVID-19 Webpage Link](#)



North Carolina GCOA Industry Partners

Please patronize these vendors who support our association.

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Click [here](#) for program information, and learn how we can help grow your business!

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Yamaha is the “Official Golf Car Partner” of the National Golf Course Owners Association.

NGCOA members receive valuable incentives, including rebates, on Yamaha’s golf car and utility vehicle purchases and leases.

You’ll appreciate Yamaha’s technical **innovation and advancements**—including the YamaTrack GPS fleet management utility—and will find satisfaction and value in Yamaha’s **superior customer service**.

ALREADY AN NGCOA MEMBER?

- **Convert** your fleet to Yamaha golf cars and receive a \$50 rebate per golf car*
- OR
- **Renew** your current Yamaha contract and receive one FREE registration for NGCOA’s Golf Business Conference—an \$800 value

NOT YET AN NGCOA MEMBER?

- **Convert** your fleet to Yamaha golf cars and receive one year of NGCOA membership FREE, and one FREE registration for NGCOA’s Golf Business Conference—a combined \$1,175+ value
- OR
- **Renew** your current Yamaha contract and receive one year of NGCOA membership FREE— a \$375+ value

Learn more about the benefits of membership at ngcoa.org/membership, and contact Jay Andersen, Director of Membership, at jandersen@ngcoa.org or 843-471-2736 with any questions.

NGCOA members who **joined prior to 03/31/18** receive the rebate payment following the **Yamaha contract date**.

After 04/01/18, new NGCOA members joining with a **1-year membership** receive the rebate payment following their **2nd year renewal**.
After 04/01/18, new NGCOA members joining with a **2-year membership** receive the rebate payment following the **Yamaha contract date**.

*Rebates are processed quarterly.

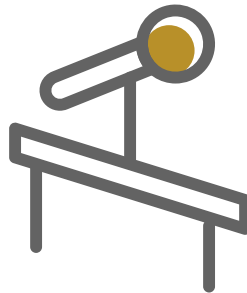
Six reasons it pays to be part of the NGCOA Community.

The NGCOA exists to help our members be more successful. We fulfill our mission through a wide range of programs and services.



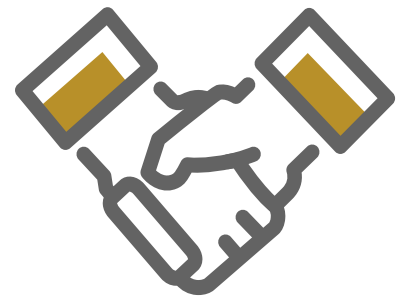
Legislative Leadership & Advocacy

- Protecting your interests, fighting for your business, and providing insights for better decision-making
- Dedicated Advocacy staff
- Online Advocacy Resource Center
- Legislative Resource Center
- We Are Golf and other initiatives



Conferences & Education

- Networking and innovative ideas to make you more successful; direct access to industry experts
- Golf Business Conference
- Accelerate Online Members-Only Portal
- Webinars, Podcasts and Whitepapers



Networking & Connection Platforms

- Network of owner and operator peers who can help you solve problems and grow your business
- Member Directory
- Accelerate Online Members-Only Portal
- Affiliate Dual Membership (if applicable)



Business Resources

- Exclusive information and tools that can improve your business
- ORCA Report (golf performance benchmarking)
- Golf Business magazine
- NGCOA Buyers Guide



Purchasing Programs

- Significant savings on products and services that improve your business AND your bottom line
- Smart Buy Marketplace
- NGCOA Insurance Services
- 401(k) Retirement Plans
- HR & Payroll Services



More Membership Perks

- Additional benefits to get even more value from your membership
- Special Member pricing for NGCOA events, materials, resources and more
- Free event admission to select PGA and LPGA events

START
\$AVING
NOW



NGCOA Smart Buy Marketplace

NGCOA members get significant **discounts, rebates and value-added packages** from hundreds of the most recognized names and reputable, industry-leading companies. Many of these companies offer exclusive deals not available anywhere else.



Golf Cars & Utility Vehicles

Members converting from a competitor receive \$50 per-car for purchase or lease. Members renewing their fleet receive a free registration for Golf Business Conference or RevCon.



Golf Simulators

5% discount off MSRP.



401(k) Program

Effective and competitive 401(k) plan benefit for NGCOA member courses' employees.



Human Resources & Payroll

Up to 50% on HR and payroll costs.



Television Programming

Up to 60% savings on programming.



Insurance

Comprehensive employee benefits (health, dental, vision, life and disability), property casualty insurance at competitive rates.



Food and Beverage

Typical savings is 7% to 15% on more than 800 vendors, including Sysco, Gordon Food Service, Performance Food Group, and many others.



Performance Reporting & Benchmarking

30%-50% discount on all reporting packages.



Subscription-based Loyalty Program

Members get a 10% discount, and first rights in your area, on subscription-based loyalty programs tools, including software, sales reporting, best practices, and more



Beverage Supplier

Rebates on various Pepsi and Gatorade fountain, bottle and can products; includes equipment and service programs.



Payment Processing

Discounted rates and special incentives on payment processing fees.



Golf Event Organization

Members receive a 7.5% discount golf event organization; NGCOA golf outing sponsors receive a 10% discount on hole-in-one insurance.



Pre-Owned Turf Equipment

Discounts on tiered pricing plus 120-day extended warranty (normally 90-day).



Customer Experience Solution

Free survey tool and 55% off Players 1st's top-tier Combined Package.



Automotive Vehicle Manufacturer

Significant factory direct fleet discounts on 2019 GM products.



Irrigation Solutions

1.5% rebate on Rain Bird Golf irrigation products.



Communication, Commerce and Booking Platform

FREE 'Virtual Pro Shop' - Standard Package. Waived setup fee (\$299+ value). Waived monthly fee (est. \$1,200 annually).



Hospitality Training and Resources

FREE access to 2 online lessons with 4 FREE lessons to come and a 20% discount on annual subscription services.



Player Reward Program

Members receive an 80% discount on the one-time set-up and license fee.



New and Used Turf Maintenance Equipment

1% rebate on new and/or 0.5% rebate on used Toro branded turf maintenance equipment.

FIND DETAILS AND TERMS ON SAVINGS
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