

MID-ATLANTIC GOLF BUSINESS

SPECIAL JOINT ISSUE



A publication of the
North Carolina Golf
Course Owners
Association Chapter



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

A Message from Our Presidents

Spring 2021

In these times, we do things a little different every day, adapting to a dynamic environment which presents 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.

Looking back a year ago, no one really imagined the positive impact on golf rounds during COVID – it was quite amazing and helped compensate for the loss of event income such as weddings. The pandemic forced businessmen into home offices, offering a little more flexibility for their schedules, boosting golf. Remember Golf2020, the effort to grow the game, which began in 2000? Golf was in a downward spiral of course closures through 2019, but the immediate reversal in 2020 helped salvage a “win” just in the nick of time. Ironically, the industry “hero” was a pandemic.

As the vaccinations rise and the pandemic subsides, most experts expect working from home to stay, for a large percentage. So golf is in a pretty good spot – it's time to focus on retaining this new business. And how about conversion of newbie exposure to the game via entertainment complexes like TopGolf and Drive Shack? No barriers to entry there, thus the “green grass” establishments need to be ready with clinics and special events to welcome new business.

Another issue facing golf is the staffing issue. The PPP loans were meant to retain employees, and for the most part they did a good job in many industries. But other economic stimulants worked in a different direction, as part of the labor force was buoyed by unemployment payments so good that there was less incremental benefit to work, versus not working. Meanwhile the government pressed harder on minimum wage, which looms on the horizon as another obstacle to staffing. At least one positive is that second round PPP's are now available to 501c7 organizations like most country clubs.

On the government relations front, the NGCOA chapters and their allied associations continue to promote the interests of golf course owners and operators. Virginia faced water, environmental and pesticide issues. Maryland faced property tax, minimum wage and environmental issues. North Carolina faced tax and landscaping issues, but on a positive note, there is the effort to create a North Carolina Golf Council to promote the industry. The USGA is on board helping lobbyist Chris Valauri on the bill, since the USGA has committed to building a second HQ in Pinehurst. Another piece of good news nationally is the return of National Golf Day on May 12th – it will be virtual, and many Congressional offices have signed up for the Zoom meetings.

In closing, please know that your association is here for you. There is no better time to join forces with your fellow owners/operators to face new challenges. We are fortunate to have the support of a strong group of corporate partners who stand with us – thank you partners! Let's continue to do is our best, so stay strong – we are all in this together!



Mike Bennett
NGCOA Mid-Atlantic President



Del Ratcliffe
North Carolina GCOA President

2021 NCGOA Mid-Atlantic Board of Directors



President

Mike Bennett

Commonwealth Golf Asset Management
4808 Courthouse Street, Suite 201
Williamsburg, VA 23188
Bus: (757) 229-0808
Mobile: (757) 342-0390
m.bennett@cgamgroup.com

Vice President

Michael Hatch

Acumen Golf
c/o Brandermill Country Club
3700 Brandermill Pkwy
Midlothian, VA 23112-4500
Mobile: (804) 363-9888
Fax: (804) 739-8019
gm@brandermill.cc

Secretary/Treasurer

Glen Byrnes, PGA

Golden Horseshoe Golf Club
401 South England Street
Williamsburg, VA 23185
Mobile: (757) 876-9060
gbyrnes@cwf.org

Directors

John Anderes, CGCS

Queenstown Harbor
310 Links Lane
Queenstown, Maryland 21658
Bus: (410) 827-7518
JAnderes@mdgolf.com

Steve Clark

Raspberry Golf Management
PO Box 6224
Leesburg, VA 20178-7433
Bus: (703) 779-2555
Mobile: (703) 675-6806
sclark@raspberrygolfgmt.com

Damon DeVito

Affinity Management
375 Four Leaf Lane, Suite 201
Charlottesville, VA 22903
ddevito@affinitymanagement.com

Mike Fentress

Virginia Beach Golf Management
4840 Princess Anne Road
Virginia Beach, VA 23462-4443
Bus: (757) 474-8441
Mobile: (757) 409-1626
mfentress@cox.net

Joel Gohlmann

Indigo Golf Partners
12700 Sunrise Valley Drive, Ste 300
Reston, Virginia 20191
Mobile: (571) 221-3692
Fax: (703) 893-3504
jgohlmann@indigogolf.com

Joe Hills

Blue Mash GC / Waverly Woods GC
5821 Olney-Laytonville Road
Laytonville, MD 20882
Bus: (301) 674-6651
jhills@bluemash.com

Jonathan Ireland

Kinloch Golf Club
100 Kinloch Lane
Manakin-Sabot, VA 23103
Bus: (804) 784-8000
jireland@kinlochgolfclub.com

Keith Miller

Montgomery County
Revenue Authority
101 Monroe Street, Suite 410
Rockville, MD 20850
Bus: (301) 762-9080
KMiller@mcra-md.com

Staff & Counsel

Executive Director

David Norman

NGCOA Mid-Atlantic
15 Quail Run Drive
Manakin-Sabot, VA 23103
Bus: (804) 708-9760
Mobile: (804) 399-7802
dnorman008@gmail.com

Chapter Executive

Tyler Eastham

NGCOA Mid-Atlantic
15 Quail Run Drive
Manakin-Sabot, VA 23103
Bus: (804) 708-9760
Mobile: (757) 329-3577
teastham@gmail.com

General Counsel

John C. Selbach

Whiteford Taylor Preston
1021 E. Cary St.
Richmond, Virginia 23219
Bus: (804) 343-4388
Mobile: (804) 240-3578
jselbach@wtplaw.com
www.wtplaw.com

NGCOA Membership Director

Jay Andersen

NGCOA
291 Seven Farms Drive, 2nd Floor
Charleston, SC 29492
Bus: (800) 933-4262 x212
jandersen@ngcoa.org

2021 North Carolina GCOA Board of Directors



President

Del Ratcliffe, PGA
Ratcliffe Golf Services, Inc.
800 Radio Road
Charlotte, NC 28216
Mobile: (704) 236-3921
dratcliffe@earthlink.net

Vice President

Open

Secretary/Treasurer

Open

Directors

Scott Knox

Verdict Ridge Golf & Country Club
7332 Kidville Rd
Denver, NC 28037
Bus: (704) 257-0116
sknox@verdictridge.com

Kelly Miller

Pine Needles/Mid-Pines
1005 Midland Road
Southern Pines, NC 28387
Bus: (910) 692-7111
kelly.miller@rossresorts.com

Mark Stewart

Tobacco Road
442 Tobacco Road
Sanford, NC 27332
Bus: (919) 775-1940
mark@tobaccoroadgolf.com

Tim Tilma

Sandpiper Bay Golf & CC
800 N. Sandpiper Bay Drive S.W.
Sunset Beach, NC 28468
Bus: (910) 579-9120 x7
tim@sandpipergolf.com

Staff

Executive Director

David Norman

North Carolina GCOA
15 Quail Run Drive
Manakin-Sabot, VA 23103
Bus: (804) 708-9760
Mobile: (804) 399-7802
dnorman008@gmail.com

Chapter Executive

Tyler Eastham

North Carolina GCOA
15 Quail Run Drive
Manakin-Sabot, VA 23103
Bus: (804) 708-9760
Mobile: (757) 329-3577
teastham@gmail.com

Lobbyist

Chris Valauri

Valauri Group
PO Box 6728
Raleigh, NC 27628
Mobile: (919) 523-6166
valaurigroup@aol.com

NGCOA CEO

Jay Karen

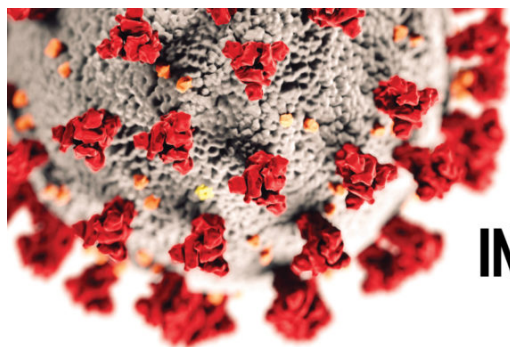
NGCOA
291 Seven Farms Drive, 2nd Floor
Charleston, SC 29492
Bus: (800) 933-4262
jay@ngcoa.org

Tobacco Road Golf Course • Hole #13 • Sanford, NC



Visit us at www.ncgolf.org

COVID Resources and Protocols



CORONAVIRUS INFORMATION AND RESOURCES

Golf associations have worked tirelessly to bring COVID-19 resources to their members. Here we have shared helpful links with those resources. Click below for more information.

- [USGA COVID-19 Resources](#)
- [GCSAA COVID-19 Pandemic Resources](#)
- [WEAREGOLF COVID-19 Resources](#)
- [CMAA COVID-19 Resources](#)
- [NGCOA COVID-19 Resources](#)
- [NCA COVID-19 Resources](#)
- [PGA COVID-19 Resources](#)
- [GCM COVID-19 Resources](#)

GCSAA has a multitude of resources available for our members. Simply visit the resources section of the website, [click here](#) for more information. Topics in the resource section include:

- [COVID-19 Resources](#)
- [Research Information by Topics & Formats](#)
- [BMP Resources](#)
- [Operations Surveys & Reports](#)
- [Webinars & Self Study](#)
- [Tools](#)
- [Regional Resources](#)
- [Chapter Resources](#)
- [GCSAA Buyers Guide](#)
- [Disaster Relief Fund](#)

For specific resources for your area, explore the links below.

- [North Carolina](#)
- [Virginia](#)
- [Maryland](#)

PPP Loans Provide Golf Industry a Valuable Bridge



Last spring the golf industry, like many other service industries, came to a halt. Governors around the country issued executive orders that closed many of our golf facilities. NGCOA quickly recognized that public officials needed to be better informed about how playing golf was one of the safest outdoor recreation activities that the public could participate in. We developed the industry-first tool operators could use to educate their public officials that golf courses could re-open and minimize the virus's spread if followed. The program was entitled Park & Play, a set of health industry-reviewed operations protocols.

By applying these protocols, many facilities could reopen. To further help the industry reopen our facilities, the allied golf associations, led by the PGA, developed a CDC reviewed set of operations protocols that provided operators with operational protocols that would follow the various stages of their reopening process.

The industry did recover, at least the golf program element of our operations. As reported by the National Golf Foundation, our industry saw a record number of rounds played in 2020, which for the most part was after March closures. The losses incurred during this period were substantial. To help small businesses and their employees, the federal government established the Paycheck Protection Program (PPP). This program aimed to help small enterprises retain their workforce and cover some of their core business expenses until the economy could recover to a pre-covid condition. For the first time, the golf industry was not excluded from participating in this federal loan program.

NGCOA became the industry-leading association educating owners and operators (members and non-members) of the program's benefits. We provided numerous webinars, podcasts and developed a website dedicated to supporting this initiative—the high number of loans reflected this effort was well received. As of February 28, 2021, the golf industry has had 6,536 owners and operators participating in this

program. Many of these represent multiple golf facilities. We have estimated that over 8,000 facilities have benefited from this program. These 6,536 facilities obtained PPP loans totaling over \$886 million. Over 76% of these loans were less than \$150K with less than 1/2 of 1% was over \$2M.

The PPP program's significant objective was to retain workers instead of adding them to the roll of unemployed, thus paying them \$600 a week plus whatever their state pays unemployed workers. The participating golf facilities reported the PPP loans they received enabled them to retain 152,694 workers. The average weekly state unemployment benefit was \$425. This unique unemployment benefit was for up to 8 weeks. With the \$886M in loans, the golf industry saved federal and state governments over \$1.25 billion or a net savings of \$366M. So it is safe to say investing in the golf industry was a good return on investment!

Where the industry would be today if we had not been able to participate in this program is a scary scenario to ponder. The bridge created by the PPP program is one that benefited the industry and the federal government. We know many of our clubs' food and beverage programs remain impacted by executive orders and hopefully they will be able to participate in the latest federal grant program targeting the food and beverage industry entitled the Restaurant Revitalization Fund.



New for 2021 is the inclusion of 501c7 organizations in the second round of PPPs – most country clubs fit the bill. You have until May 31, 2021 to apply. [Click here for more info.](#)

National News

June 1, 2021 is the Day!



Women's Golf Day is a collaborative effort by a dedicated team, golf management companies, retailers, and golf organizations and governing bodies all working together to Engage, Empower and Support girls and women through golf. Since 2016, WGD has been engaging participants from around the globe irrespective of race, religion, language, ethnicity, or geography and continues to see increase year after year. WGD encourages each location to have a charitable component. WGD has a global impact from collective grass roots local events.

The one-day, four-hour event, typically held the first Tuesday in June each year. Women's Golf Day offers a simple and accessible platform from which players can build or deepen a foundation interest in golf. WGD supports the creation of a network to support the continuation of golf no matter what skill level.

The format of your Women's Golf Day event should follow the one-day, four-hour experience. The first two hours offer two hours of lessons or play 9 holes. The second half is two hours of socializing that you can customize to your audience. The location decides if the event is public or private and if you charge a fee or not. We do ask that you keep your location page details up to date so that your guests know what to expect.

The idea on this day is to keep the focus of the day to short format, fun, light, inclusive and welcoming, a celebration. The day should be open to skilled players and those new to the game. The format for WGD was developed after researching and reviewing a number of global golf studies and testing the concept at locations. Research showed engagement was highest for a four-hour experience that offered a combination of equal parts golf and socializing.

GOLF COURSE FORMAT

First Two Hours – Golfing – Lessons or 9-Hole Play
(Suggested Time: 4-6pm for working women or during the day for moms or retired etc.)

Participants have the option of:

2 hours of lessons – One hour on the driving range and One-hour chipping and putting

Or

2 hours of play – A 9-hole scramble or play their own ball as long as the round can be completed in two hours

Second Two Hours – Social Component

(Suggested Time:
6-8 pm if you are
looking to attract the
working groups)

Socializing,
networking and
distribution of
information regarding
lessons, league play,
junior programs, golf
and social activities
your location hosts
throughout the year
and ways to get
involved in golf.



Elisa Gaudet, WGD Founder

Please include as many people and organizations from your community that are involved with golf who can contribute to the event. In some locations you may choose to have a speaker, women's golf teams from the closest university or high school, corporate networking groups etc. Some locations have held fashion shows or charity auctions. The goal is to have fun while allowing the women to create a network and make friends.

RETAIL FORMAT/ DRIVING RANGE / GOLF ENTERTAINMENT CENTER

Four Hour Experience
(Suggested Time: 4-8pm for working ladies)

Up to four hours of basic instruction and lessons and socializing. Women and girls will rotate and try driving in the simulators or driving range and chipping and putting on the putting greens. Review basics like holding the club and set up position. Have a putting contest and a driving contest.

Socializing, networking and distribution of information regarding lessons, league play, junior programs and ways to get involved in golf. Please include as many people and organizations from your community that are involved with golf who can contribute to the event. In some locations there will be speakers, women's golf teams from the closest university or high school, corporate networking groups etc.

So how do you register? Simply go to our registration page ([click here](#)), select the level of membership that's right for you, and fill out a short form about your location so we can add you as an official Women's Golf Day location! If you have a promotion code you will be asked to provide it during the checkout process, after you have submitted the details for your location.

[Click here to see locations already registered.](#)



Is this the beginning of the end? Of golf's 15-year market correction, that is. It might be.

Last year, NGF recorded a net decline of 169 18-Hole Equivalent (18HEQ) golf courses – a 31% reduction from 2019's 246, the largest drop on record. We ended 2020 with 13,362 18HEQs. (Two 9-holers equal one 18HEQ, meaning the total number of actual courses is higher; north of 16,000.)

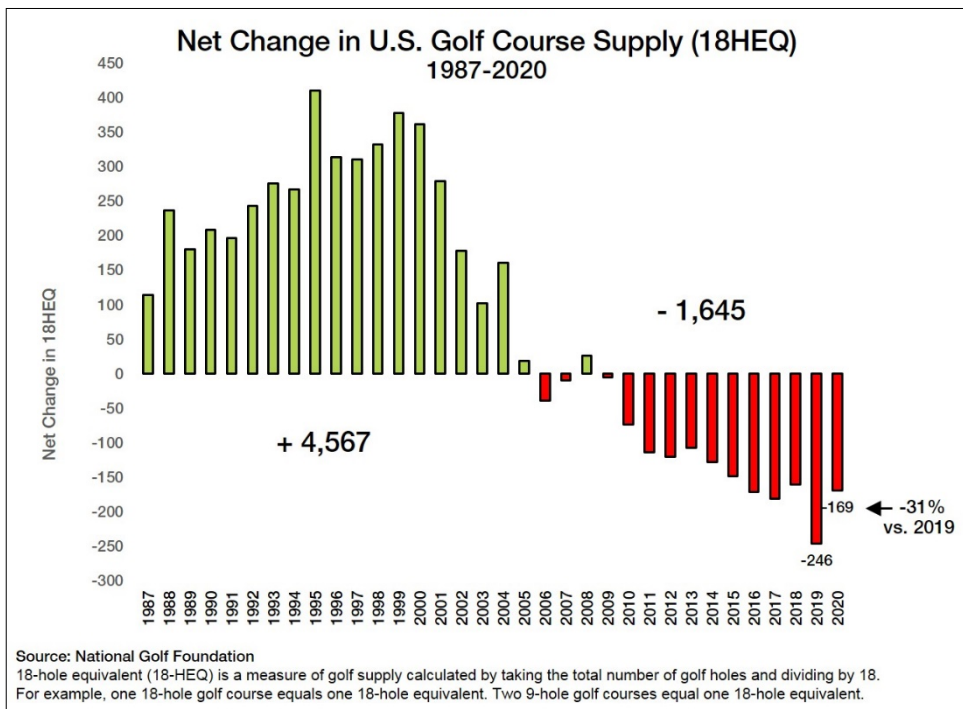
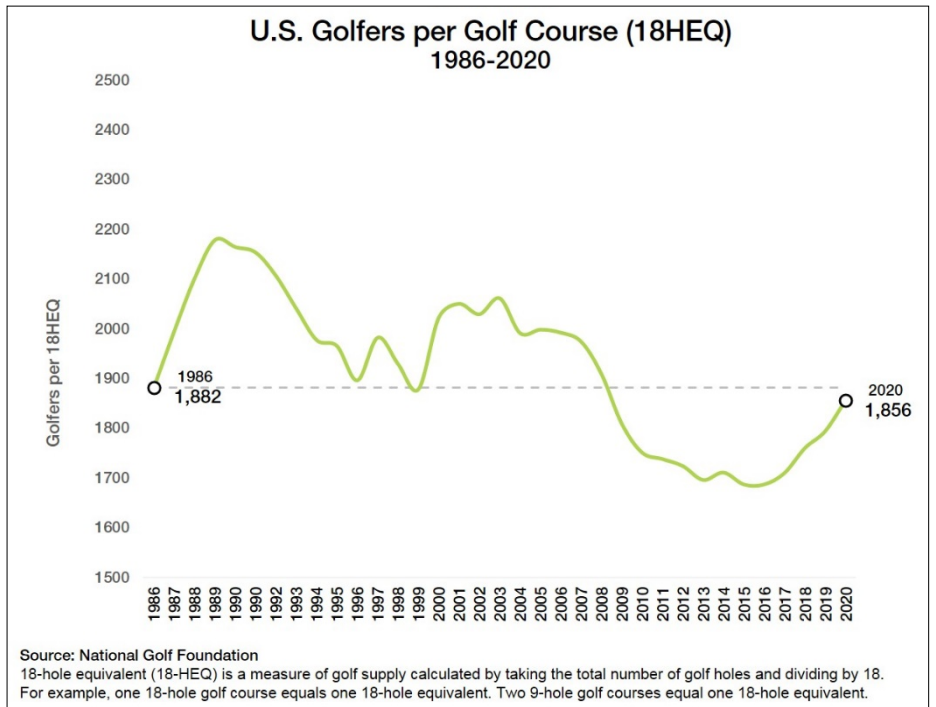
The ongoing correction began in 2006, back when the real estate bubble began to deflate and a subprime mortgage crisis ensued. For the first time since Great Depression, the U.S. golf market finished the year with fewer courses than it started. Each year since, except 2008, the number of 18HEQs has fallen, with a total reduction of 1,645 (-11% from peak supply).

This followed a 20-year golf course development boom during which a total of 4,567 18HEQ courses was added to the nation's supply (+44%). NGF was partly responsible. We issued a report with McKinsey & Co. in 1988 stating that golf course supply could become the limiting factor in golf's growth if it didn't keep pace with demand, which had been growing at roughly 4% on average for many years. The report advocated for the building of affordable, accessible public courses to support a greater number of golfers. Unfortunately, things didn't go exactly to plan.

Our late 80s call for more courses brought residential real estate developers, entrepreneurs and even municipalities into golf with dollar signs in their eyes. NGF's research was misinterpreted to mean that golf could not fail in any place and at any price. The laws of supply and demand went out the window, along with any

feasibility studies that questioned the good business judgment of a developer.

In the late 1990s, golf demand plateaued. NGF issued another strategic report in 1999 urging the industry to return its attention to growing the number of golfers. About that time a young man with the initials 'TW' burst on to the scene, participation surged and the development boom marched on as the economy thrived. In the six years following this cautionary report, another 1,100 18HEQ courses were added (+8%). When the housing bubble burst, it led us into the deepest recession in history and the current correction in golf's supply/demand balance.



A decade and a half later, thanks partly to real estate developers hungry to turn unprofitable golf courses into profitable real estate, and a surprising surge in golf activity catalyzed by the pandemic, we are approaching equilibrium in supply and demand. After 2020's participation bump, the number of golfers per 18HEQ now stands at 99% of what it was in 1986.

One of our recent facility studies revealed golf courses are in better financial shape today than they have been in years, which is good news for all of us in the golf business. Profitable golf courses are not just good for the game and business of golf, they're essential. Profits allow owners to invest in the future and provide greater experiences for golfers.

Markets are always correcting and closures will continue in the U.S., especially given the demand for real estate. Like unemployment, course closures will never get to zero. Even during the 1985 to 2006 building boom, the U.S. averaged more than 40 18HEQ

National News



closures annually. If we double that number given the current market for land, that amount of churn is still less than 1% of overall golf supply.

All this being said, the U.S. market may have turned a corner on this correction. We'll be tracking it closely.

And for those who remember NGF's "course a day" mantra – mea culpa.

Joseph F Beditz, Ph.D.
President and Chief Executive Officer
National Golf Foundation

Joe_Beditz@ngf.org
o: 561-743-1625
501 N Hwy A1A, Jupiter FL 33477
www.ngf.org

RESTAURANT REVITALIZATION FUND (RRF) UPDATE FROM SBA

From Ronnie Miles, NGCOA

The SBA has announced the opening of the portal to apply for a RFF. [Click here to reach their application site SBA Restaurant Revitalization Fund.](#)

will be the primary method of determining total income comparing 2019 to 2020 performance. If your F&B income exceeds the 33% threshold of your total income, you will need to provide additional documentation supporting your claims, such as financial statements with divisional operational performance or annual sales reports from your POS system.

Applications are now open.

They are offering training now. To register click here [SBA Restaurant Revitalization Fund Application Portal Training Registration.](#)

No major changes have been made from the latest guidance we provided. It is important that you use the sample application to ensure you have all the necessary documentation required, as this will permit you to more quickly complete and file your application. The primary documentation you will need include:

- Business Tax ID
 - 2019 and 2020 Tax Returns (they will need to be in a format for uploading)
 - PPP Loan information (loan number and amount)
 - Bank information (their site has pre-loaded bank information for most major banking institutions)
 - 3 months of bank statements (these will need to be formatted for uploading)
 - Authorized owner must be the one to sign the application
- As info, here is the [Restaurant Revitalization Fund FAQ.](#)
- Most operators should not feel the need to hire outside consultants to prepare their RRF applications.

We received a response from our inquiry to the SBA concerning RFF eligibility. While the final guidance has not been published, the requirement for a business to be eligible must demonstrate that at least 33% of their income is derived from their food and beverage business. Your tax returns

Restaurant Revitalization Fund



sba.gov/restaurants



We have received several calls from owners reporting that their golf program income for 2020 has far exceeded their 2019 income; thus, reporting losses from 2019 are not achievable. Fortunately, this is a good problem, but it would prohibit them from participating in the RFF program. Some operators with seasonal golf operations but who had a robust F&B program in 2019 may be candidates for this program. Some operators reported F&B sales in 2019 were as high as 50% of their total sales.

We will provide additional updates as they become available. If you have additional questions, email me at rmiles@ngoca.org.



Golf Industry Leaders and Representatives to Gather Virtually for 2021 National Golf Day, Focusing on Game's Momentum

A diverse cross-section of golf industry representatives will come together May 10-12 as part of 2021 [National Golf Day](#) to celebrate and focus on continuing the momentum the sport has seen through the COVID-19 pandemic. National Golf Day, traditionally held in Washington, D.C., will kick off virtually on Monday, May 10, during a general session that includes PGA TOUR Commissioner Jay Monahan, PGA of America Chief Executive Seth Waugh, and LPGA Commissioner Mike Whan, among other industry leaders.

"While 2020 presented challenges, the industry is bolstered by the interest, engagement and growth of our sport," said Greg McLaughlin, CEO of World Golf Foundation. "We look forward to hearing from individuals across the golf ecosystem as we work collectively to continue the positive momentum and ensure golf is a game and industry for all."

In March and April 2020, nearly half of all U.S. golf courses were temporarily closed due to the COVID-19 pandemic; however, by May these courses re-opened and golf's resurgence began as many turned to outdoor, socially distanced activities. Even during a stretch that saw an estimated loss of 20 million rounds, a total of 60 million additional rounds of golf were played by the end of 2020 vs. 2019, according to the National Golf Foundation. As a result, the industry saw the largest increase of new and returning players ever recorded, including an additional 630,000 youth golfers and 570,000 beginners.

"With almost 2 million American jobs tied to the sport, National Golf Day is an important platform to share our collective impact and unify on strengthening the sport for years to come," says Rhett Evans, CEO of Golf Course Superintendents Association of America and Chair of WE ARE GOLF. "As our way of life returns to a sense of normality, the industry is committed to a healthy and inclusive sport that plays an even greater role in charitable, economic and environmental aspects of local communities."

As part of this year's National Golf Day, the industry will preview a multi-faceted, multi-year movement to grow and diversify golf. The industry-wide collaboration is aimed at growing and diversifying the



sport in the areas of education and skill development, talent acquisition, procurement, youth and adult player development, human resources, and marketing and communication. The marketing element will show golf in new and non-traditional ways and will provide the industry with a platform – including national media exposure and creative assets – to use locally in support of inviting newcomers to the game, and especially those traditionally underrepresented in golf.

On May 12, individuals from across the golf industry will meet virtually with more than 250 elected officials to place a spotlight on the game's \$84.1 billion economy, nearly \$4 billion charitable impact, 15,000 diverse businesses and 2 million jobs impacted across the United States annually. This will mark the 13th year the industry has come together under the banner of National Golf Day.

[Click here](#) for more information on #NationalGolfDay and follow @wearegolf on [Twitter](#) and [LinkedIn](#).

About WE ARE GOLF

WE ARE GOLF is an industry coalition that promotes the game and its positive impact on individuals and communities, as well as the economy, environment and wellness in America.

More information: www.wearegolf.org.

Trends Watch



Exercise Levels Rose During Pandemic and Other Wellness Trends

Gympass released data from users of its fitness and well-being platform from nine countries that highlights both physical and mental health changes occurring during the ongoing pandemic. Among its findings, Gympass reports an increase in physical activity for those already active and new to exercise, with mid-morning exercise increasing by 43% as work-from home schedules allow more freedom to take a break from being online. Increases in the demand for mental health support also rose with a reported 115% increase in people using Calm, the mindfulness app, with men being the fastest-growing demographic. [Club Industry](#).

On the Green



9 Holes or Less, The Strategy to Get Millennials to Play the Game

Some course operators along with the U.S. Golf Association (USGA) are challenging the idea of 18-hole courses and believe that shorter courses could breathe new life into the game. Steven Skinner, chief executive of Kemper Sports says the biggest complaint they hear is that “the game takes too long.” The “Play 9” initiative launched in 2014 by USGA, allows scores from nine-hole games to be posted on its USGA Handicap Index and includes marketing ideas to promote the nine-hole option at clubs. The goal is to get the game closer to the two-hour experience which fits more comfortably with the American lifestyle. [WSJ](#).

More News

- [The Effects on Working from Home on Golf](#)
- [Indigo Golf Partners Announces National Award Winners](#)

Diversity & Inclusion



Analyzing Inclusivity in Your Organization

As many CEOs and other organization leaders have pledged to create more diverse and inclusive workplaces, specific actions and behaviors need to happen to put that pledge into action. Through "bridging" (connecting with people different from you) and "bonding" (connecting with people similar to you) managers can foster an environment of inclusion at their organization. [Harvard Business Review](#).

More News

- [Closing the Gender Gap, A Guide for Managers](#)
- [The Women of Augusta](#)

Operations and Membership



A Deep Dive into Pool Renovations at Princess Anne CC

Clubs shift to focus on pool facilities as pools offer a safe outdoor experience and universal age appeal. Princess Anne Country Club in Virginia Beach, Va., will open a new aquatics center in June featuring a zero-entry pool with six lap lanes, an in-water sun shelf, a 18,000-square-foot deck area with on-deck dining and nine pergola cabanas. Bill Shonk, general manager at Princess Anne CC says "the goal is to move away from the traditional country-club pool design of sprawling concrete decks and provide a more resort-style feel." [C+RB](#).

Bracing for a Season of Heavy Crowds and Worker Shortages

After a year of layoffs and furloughs swept the restaurant industry, many restaurants across the U.S. are experiencing worker shortages that could pose significant problems during the busy summer season ahead. Businesses are struggling more than usual to find workers as the pandemic upended the restaurant industry. Some point to the visa restrictions which caused delays for foreign workers or the enhanced unemployment checks, while others indicate the fear of contracting COVID-19 amongst restaurant workers who are on the frontline and now opting out of work. [Boston Globe](#) and [Restaurant Manifesto](#).

Join NCA – It's a Good Business Decision

NCA provides real-time value for clubs as they navigate this crisis and other areas from workforce management and compliance, governance, strategic planning, and much more. [View all the benefits you get](#) with an NCA membership.

[Click here](#) or contact Katina Cavagnaro at cavagnaro@nationalclub.org and 202-822-9822 to [learn more](#) about a membership at the National Club Association.

[Join NCA](#)

Selbach Named Counsel for NGCOA Mid-Atlantic

John C. Selbach of Whiteford, Taylor Preston has been named General Counsel of the NGCOA Mid-Atlantic, replacing Grant Grayson, also of WTP, who retired.

“I would like to welcome John to NGCOA MA – he has great experience in the golf industry,” said President Mike Bennett. “In addition, I would like to thank Grant Grayson for his contributions over the years.”

Selbach is an experienced advisor on business and corporate matters, mergers and acquisitions, debt and equity financings, commercial real estate and public finance. He regularly serves as outside general counsel to privately held companies, overseeing legal strategy and advising owners and senior management on all aspects of their legal needs.

Selbach counsels clients on a wide range of business and corporate matters, including entity formation, capital structuring, acquisitions and divestitures, financings, shareholder and management issues and general business counseling. He is experienced representing investors, developers and companies in buying, developing, leasing, financing and selling improved and unimproved real property, as well as advising borrowers and issuers in tax-exempt and taxable bond transactions.

Selbach’s industry experience extends to manufacturing, distribution, retail, waste services, government contracting, IT, staffing, financial services

and medical practices. He has particular experience representing public, semi-private and private golf courses and country clubs, as well as golf industry associations, in all aspects of their businesses and operations, including acquisitions, divestitures, financings, restructuring, governance, membership plan structuring, employment matters and litigation strategy.



John C. Selbach

MEMBERSHIPS AND ACTIVITIES

- Virginia State Golf Association: General Counsel
- Hermitage Country Club: Former Vice President and Director
- Richmond Bar Association: Business Law Section, Former Executive Committee Member
- Virginia State Bar Association: Business Law Section; Corporate Counsel Section; Real Property Section
- American Bar Association

Maryland Property Value Assessment Issue Decided

Over the past few years, an adjustment of the way golf course property has been a constant issue between government entities and clubs. A negotiation was reached during the 2021 legislative session. Here is a sketch of the particulars.

- This is a mutual agreement between the coalition of clubs and the county/state. Originally this targeted large clubs in “high value” areas (MOCO) for giant tax increases. It went through several revisions and became an agreement which encompassed all clubs in the state.
- In 1980 the assessment rate was \$5,000 per acre, it was since reduced to \$1,000. The agreement was partially based on getting to the 1980 assessment rate without ever increasing.
- This will not affect any club until their current contract expires with the state taxation assessment department.
- After the current contract expires, the increase of the value of assessment will be as follows per the cycle listed in the bill. It will cap at \$5,000 per acre and will be assessed at the same tax rates the club is currently paying.
 - 1,000
 - 2,000
 - 3,500
 - 5,000
- This bill is a done deal



Formula (200 acre club example)

Current Assessment Value (\$1,000) x acres (200) = 200,000 x current property tax rates for county, city, state. This is the amount to be paid in taxes. The max to be paid once the cycle matures is \$5,000 x 200 = 1,000,000 x current property tax rates for county, city, state.

NGCOA MA Partners News

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If you need a golf car consultant, please reach out to:

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North Carolina GCOA News

Valauri Group Tapped to Lead Advocacy Efforts

The North Carolina Golf Course Owners Association is pleased to announce the retention of the Valauri Group in Raleigh to head its advocacy efforts. Chris Valauri has been a fixture in the NC political scene for almost four decades. He spent the early part of his career in Washington, DC working on Capitol Hill before serving as Director of Public Affairs for the US Brewers Association. He moved to Raleigh in 1983 where he was President of the NC Beer and Wine Wholesalers for 23 years.



Chris Valauri

In 2005 he and his wife Susan established the Valauri Group, LLC specializing in government relations and issue advocacy for a wide variety of clients including Lorillard Tobacco; Takeda Pharmaceuticals; the NC Highway 17 Coalition; the Carolinas Concrete Pipe and Products Association; Nationwide Insurance; the Mecklenburg Times; Safelite Glass; the Carolinas Golf Course Superintendents Assoc and the Cigar Association of America.

Chris serves on numerous boards and is a Past President of the Association Executives of North Carolina. Chris is a 1973 graduate of Providence College.

Currently he is leading legislative efforts to establish a North Carolina Golf Council, while monitoring other key issues affecting the golf industry.



Pine Needles Resort, site of the 2021 NC GCOA Annual Meeting, September 27-28

North Carolina GCOA News

USGA's Vision for Pinehurst Coming into Fuller View

By LAURA DOUGLASS || laura@thepilot.com



Rand Jerris and the United States Golf Association campus in Liberty Corner, N.J. (Copyright USGA/Jonathan Kolbe)



USGA HQ



Rand Jerris

Nestled between stands of longleaf pines and bustling traffic on N.C. 5, the future site of “Golf House Pinehurst” will soon take shape.

Clearscapes, a Raleigh-based architectural firm, has been selected by the United States Golf Association to design a second headquarters on the Pinehurst Resort campus.

Conceptual plans call for two buildings at the corner of Cherokee Road and Carolina Vista Drive, within view of the Pinehurst Country Club, where USGA will shift its research and testing center for golf equipment, as well as establish offices for the organization’s turfgrass agronomy and management section, the USGA Foundation and championships team. There will also be a combined museum and welcome center.

Rand Jerris, USGA’s senior management director of public services, is overseeing the project. He said Clearscapes was chosen because it showed a keen understanding of the USGA and Pinehurst, their histories and evolution, and what it means to be architecturally relevant.

“USGA and Pinehurst Resort have a strong grounding in the past and an eye to the future. What Pinehurst has done to establish itself as a leader is important. For us with Clearscapes, there is a sensitivity to the environment, the history, sustainability, and they create beautiful buildings,” Jerris said.

That duality speaks to the work of the USGA, which sponsors the nation’s oldest sports museum and also funds leading agronomy and sustainability research across the nation.

“We hope to have plans ready to formally submit to the village in the spring. The next month and a half are critical and the architectural design is very much a work in progress,” Jerris said.

Last fall the USGA announced it would develop what it calls Golf House Pinehurst in an effort to expand its impact in golf and extend its mission to champion and advance the game. Pinehurst Country Club will also serve as USGA’s first “anchor” site for the U.S. Open, with championships scheduled in 2024, 2029, 2035, 2041 and 2047.

The total \$25 million investment over the next several years includes the construction of the two buildings to be located near the clubhouse, which will house 50 full-time USGA staff members. Pinehurst Resort has since announced a proposed \$16.2 million 36-room boutique hotel that is a second component of the overall USGA vision.

Both projects benefited from economic incentive packages, and independent studies estimate the total economic impact of the USGA’s long-term presence will exceed \$2 billion to the state. More than 1 million visitors are projected to travel to Pinehurst annually.

USGA hopes to break ground in early 2022, and the new facility is projected for completion by the end of 2023.



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*Rebates are processed quarterly.

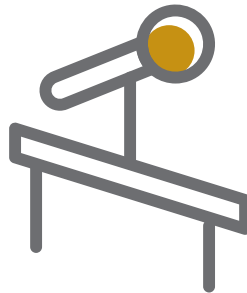
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