

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

Summer 2023

Greetings NGCOA members, partners and industry friends! As we work our way through a busy summertime season, we still recognize the value of shared ideas in problem-solving. And it's in that spirit that the two Presidents of NGCOA's two large chapters, Mid-Atlantic (VA/MD/DC) and North Carolina, have combined efforts in this newsletter.

Most clubs are having a good year, with the remnants of the COVID Boom still a factor in the growth of our industry. We still face inflation and lingering supply chain issues. Staffing has become a huge issue, yet despite these issues, you would have to say that our industry is still faring much better than most.

Your association was represented at National Golf Day in May, where NGCOA volunteers and staff met with dozens of legislators to discuss key issues like H2-B (seasonal worker programs). We seek to increase the number of visas issued, currently 66K, and this has not changed in over 20 years. We also conveyed our support of the PHIT Act, which would incent Americans with a tax break if they were to play sports (golf included) as a means to improve health. We also supported the huge Farm Bill, which contains an appropriation for turfgrass research. Finally, and significantly, we seek tax reform to re-write old documents and to make sure the golf industry is eligible for disaster relief funds.

This summer and fall include topline events, where you pick up some great information for your business. The [PGA Buying Summit](#) moves to their new Frisco, TX HQ on July 31-August 2, featuring education and a trade show. Then NGCOA is bringing back [Techcon](#) in Las Vegas on October 10-11, featuring education and a product/service showcase. It's marketed as "The Intersection of Golf Operations and Technology".

Our two regional conferences are in the fall. First is NGCOA Mid-Atlantic's meeting at Crossvines Winery in Montgomery County, MD, with golf on the Poolesville course on October 4. The evening prior, our VIP Reception will be at Congressional. It will feature great networking, education, a product showcase, annual awards, plus golf on the Poolesville course. Registration will be available at www.ngcoamidatlantic.org.

The North Carolina GCOA event is on November 1-2, hosted by Pine Needles in Southern Pines. Don't miss it. The first day features golf at Mid Pines with a VIP Reception following there. The meeting on November 2nd will be similar to the one above, with great speakers and a myriad of topics. The Pine Needles Conference Center hosts day two. Registration will be available at www.ncgolf.org.

Save the Date for the National NGCOA Conference, January 22-24, 2024, in Orlando. The Golf Business Conference is the industry's largest annual gathering of golf course owners, operators, general managers, and others who run golf course businesses — and also serves as NGCOA's annual meeting. GBC24 is once again co-located with the PGA Show; we encourage you to extend your time in Orlando so you can attend the 2024 PGA Show exhibits, activities and select education that is included with your GBC24 ticket.

Here in the Mid-Atlantic, an international spotlight has been shown on golf in our region, especially in North Carolina. The USGA is proceeding on schedule for construction of its new headquarters at Pinehurst. Pinehurst just hosted a new USGA event in mid-July, the Adaptive Open, showcasing some amazing talent and displays of fortitude. More excitement will be built as we look to the 2024 US Open on Pinehurst No. 2.

We are also developing Economic Impact measures to help legislators understand the sheer size of our industry. In Mid Atlantic, we are participating in the allied associations' project to update and produce a new study. In North Carolina, we helped coordinate a tour of the John Deere Manufacturing facility south of Raleigh, and North Carolina Secretary of Commerce Machel Baker Sanders came and made the tour — she was very impressed.

This edition of our newsletter covers some great topics. For Mid-Atlantic we provide an update on the National Links Trust, the Economic Impact Study, a recap of golf in Richmond and more. For North Carolina we cover the buzz over the activities of the coming year, government relations and more.

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 our best, so stay strong — we are all in this together!



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NGCOA Mid-Atlantic President



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





Golf Business TechCon 2023 is designed for golf course owners, operators, golf management companies and other decision makers who are responsible for taking their courses to the next level. You owe it to your golf business to learn about emerging technologies and how you can use them to revolutionize your golf course business!

Join NGCOA on **October 10 and 11 at the Vdara Hotel & Spa in Las Vegas** for the industry's only conference specifically designed to showcase the latest and greatest in golf course technology:

- Tee sheet software and booking systems
- Point of sale systems
- Golf simulators and other gamification experiences
- Pace of play platforms
- F&B software and mobile apps
- Customer and Member management systems
- Agronomic advancements
- And much more!

During this innovative and enlightening two-day event, you'll learn about advancements in business management, on-course technologies, entertainment and gamification, and more! You'll meet reps from companies that are developing and installing these systems, and you'll hear from your golf business peers who are using them to transform operations at their own courses.

Why should you join us in Las Vegas this October?

- Meet other strategic-thinking course owners and operators from around the country
- Hear from your peers (and share your own) hits and misses related to choosing and implementing new technologies
- Discover new on-course products and services to help you save money and increase your bottom line
- Explore top ways to optimize your current customer relationship technology
- Identify the best practices in mobile apps to enhance the player experience
- Improve your customer satisfaction level to ensure they share their great experience, return to your course and bring friends!
- And much more!

NETWORKING

You'll be amazed at the myriad networking opportunities we're planning so you can forge meaningful relationships. Table topics, frequent networking breaks, group meals, receptions, happy hours and more allow you to connect with both technology suppliers and peers who can help your business grow and thrive.

EDUCATION

Golf Business TechCon 2023 will feature a host of education sessions where you'll be introduced to new technologies and explore what's available to increase revenue, streamline operations, and enhance the customer experience. You'll get answers to your most pressing questions, learn best practices and discover solutions that work for your business, participate in real-time technology demonstrations, and ultimately make more educated decisions for your golf course business.

DON'T MISS THIS EVENT!

These TechCon events sell out quickly, so plan to join us October 10-11 in Las Vegas! TechCon23 registration and Vdara hotel reservation links will be available soon so mark your calendar and we'll see you there. #TechCon23

***NGCOA members: \$399. Non-members: \$499. Your registration fee covers all Golf Business TechCon 2023 education, opening and closing receptions, and other networking events.**



Vdara Hotel & Spa

National News

Golf Industry Convenes for 14th Annual “National Golf Day”



L-R: John Madden, Christian Sain, Jon Guhl

The golf industry convened May 10-11 to participate in the [American Golf Industry Coalition's](#) 14th annual edition of “National Golf Day”. Industry professionals led advocacy efforts and conduct more than 250 virtual meetings with members of Congress to reinforce golf's

economic, societal, environmental and health benefits.

In addition to its advocacy efforts on Capitol Hill, the industry held a virtual forum centered around workplace inclusivity as part of the sport's diversity, equity and inclusion initiative: ***Make Golf Your Thing***.

Initially launched one year ago at National Golf Day (2021), Make Golf Your Thing is the industry's movement to make golf accessible to individuals from all backgrounds. Led by six cross-industry work groups, the initiative is specifically focused on: education & skill development, talent acquisition, procurement, human resources, youth & adult player development, and marketing/communications.

Golf as an industry in the US has experienced a surge since the beginning of the Covid-19 pandemic, led by participation growth among diverse segments of the population:

- Overall rounds in 2021 (529 million) is the highest play total on record and is +5.5% vs. 2020 (502 million)
- 3.2 million people played on a golf course in the U.S. for the first time in 2021 (an all-time high). Beginners also were 45% more

likely to be non-Caucasian and 35% more likely to be female compared to the current base of golfers

- In 2021, there were 5.2 million non-Caucasian on-course golfers, +8% over the past two years. African American, Asian and Hispanic golfers accounted for almost 21% of overall on-course participants, the highest total since 2013
- There were 6.2 million women on-course golfers in 2021, an 11% increase over the past two years.

Representing a partnership among golf's leading organizations, the American Golf Industry Coalition is committed to addressing the collective interests of the industry. The coalition also works to amplify tangible examples of key initiatives at both the grassroots and industry workforce level and advocate in support of issues that impact the industry at the state and federal level.

This year, the primary issues were labor shortages, which tie in with the H2B program, utilizing temporary work visas for 66,000 seasonal workers. Also there was the PHIT Act, a proposal to reward citizens for good health (e.g., walking the golf course) and to avoid the drag currently felt on health care resources. Then another key issue is to modernize the tax code and to strike and disassociate golf from the activities which are not eligible for federal funds in disaster scenarios. The fourth issue is to slightly modify the Farm Bill, to direct some turf research to the golf arena.

About the American Golf Industry Coalition

The American Golf Industry Coalition advocates on behalf of golf's diversity, equity and inclusion efforts; environmental and sustainability initiatives; contributions to the economy (local and national); health and wellness benefits, as well as charitable giving. The organization unites the golf industry in pursuit of goals designed to enhance the vitality and diversity of both the business and recreational levels of the sport. The American Golf Industry Coalition is a division of the [World Golf Foundation](#). To learn more, visit www.golfcoalition.org.



Contextualizing the U.S. Golf Economy



David Lorentz
Author

You may have heard that golf is now a \$102 billion industry in the U.S. – 20% larger than it was in 2016, the last time there was a proper quantitative review of the game's economic contributions.

\$102 billion certainly sounds like a lot, but numbers like this aren't all that easy to grasp. So, here's some (hopefully) helpful context. \$102 billion is five times the [revenue of the NFL](#). It's roughly the [global income of UPS](#), which delivered an average of 24.3 million packages per day in 2022. It's 25% more money than [Tesla](#), [P&G](#) and [The Walt Disney Company](#) made last year, 120% more than [Nike](#) brought in, and 220% more than [Netflix](#).

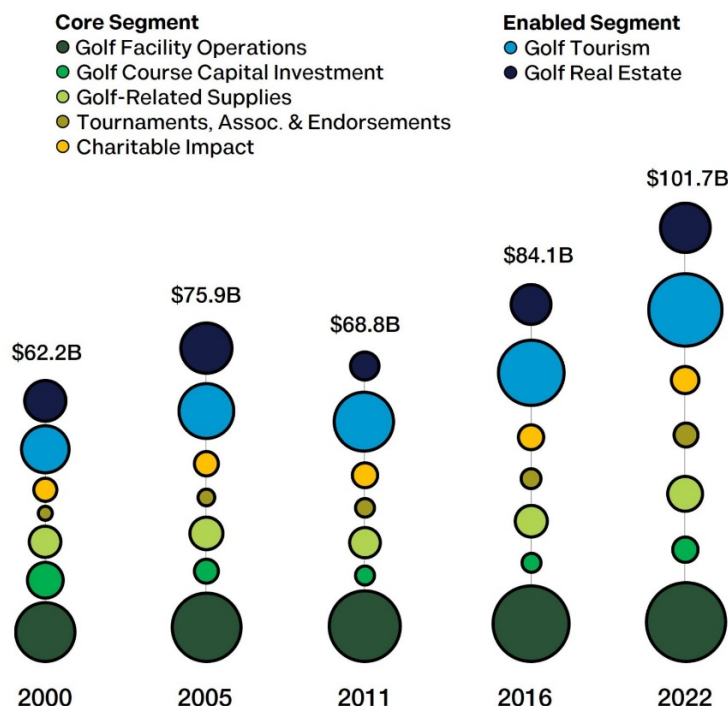
You want economic proof that golf is not just a game, but a lifestyle? There it is.

Most can appreciate that golf is big business, but what's easily lost is the tremendous economic ripple it triggers. Beyond the 12 figures in direct spending (from playing fees, hitting bay fees, member dues, equipment, apparel, trips, simulators, course renovations and more), golf supports another \$125 billion in business-to-business activity and household spending (from golf-related labor income). This means almost a quarter of a trillion dollars (\$227B) in total economic output – about enough to crack the list of top 50 countries by GDP.

Impressed yet?

Consider the industry's philanthropic contributions. No sport has as significant a charitable effect as golf, which enabled \$4.6 billion in giving in 2022. Need perspective? That's approximately 1% of all charitable giving in the U.S. (\$485B), from individuals, bequests, foundations and corporations combined.

Growth of the U.S. Golf Economy 2000-2022



May 2023

Source: National Golf Foundation

2000, 2005, and 2011 estimates from SRI International; 2016 estimates from TEconomy Partners

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NGF

There was much to share and celebrate last week on Capitol Hill, as National Golf Day returned for its 15th edition. The team here at NGF is proud to have played a small role in building the story of golf's evolution and impressive economic scope, having spent the past several months conducting a broad array of research to develop the industry's latest National Economic Impact Report.

Studies like these are essential for communicating golf's profound and wide-ranging effects. And not just nationally – NGF has also conducted economic research for Colorado, Indiana, Massachusetts and Oregon over the past two years. The latest report, developed for the Alliance of Massachusetts Golf Organizations (AMGO), was released this past week and reveals golf drove more than \$2 billion in direct economic activity across the commonwealth, while affording about 52,000 acres of green space in one of the nation's smallest states.

To learn more about golf's full economic impact, check out the [full report here](#).

NGF Mid-year Update: Equipment Sales

Father's Day, the men's U.S. Open and the kickoff of the summer golf season align to make mid-June one of golf's most noteworthy annual windows for equipment sales.

So, just prior to the midpoint of 2023, what has the appetite for golf clubs and golf balls been like so far this year?

Here's a snapshot from our aggregated Industry Sales Reports:

Cumulatively, ball and club sales are up 2% versus a year ago and still running 51% above our pre-pandemic base index (2019). While some of that is attributable to pricing increases, a byproduct of demand and rising costs (materials, research & development, shipping, labor, etc.), it speaks more to the sustainability of golf's post-pandemic lift.

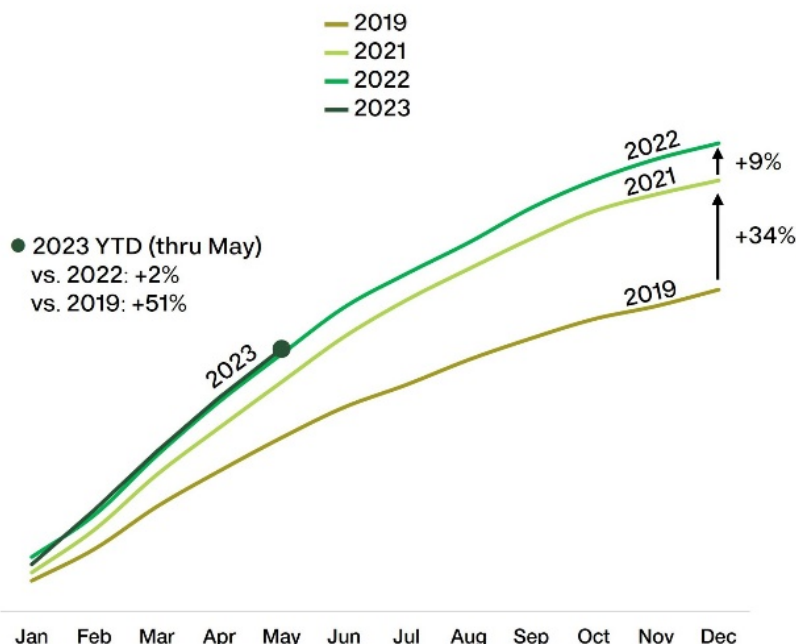
Entering June, golf club dollar shipments are down about 4% compared to the same mid-year stretch in 2022, while golf balls are up almost 18%.¹

Looking more broadly at the U.S. economy, it's not surprising there are some limitations beyond consumables in the golf equipment market. This trend extends outside of golf, as McKinsey & Co. recently noted that high-income consumers' spending growth was negative for the first time in more than two years. And that those with a household income of over \$100,000 have reduced their spending more aggressively than lower-income groups have.²

Retailers we've spoken to indicate that while club sales are flat or lagging just behind the same time a year ago, they continue to trend ahead of recent pre-pandemic years. And having ball sales ahead of, or on par with, last year's pace is an indicator of continued elevated play levels.

You can read more about mid-year momentum in our accompanying [Spotlight story here](#).

Cumulative U.S. Golf Club & Ball Shipments (Dollars) Sales Index (January 2019 = 100)



June 2023

Source: National Golf Foundation (data provided by golf equipment manufacturers)

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¹ For over 50 years golf equipment manufacturers have reported their monthly sales to NGF in units and dollars. Sales figures are aggregated and reported back to participating manufacturers.

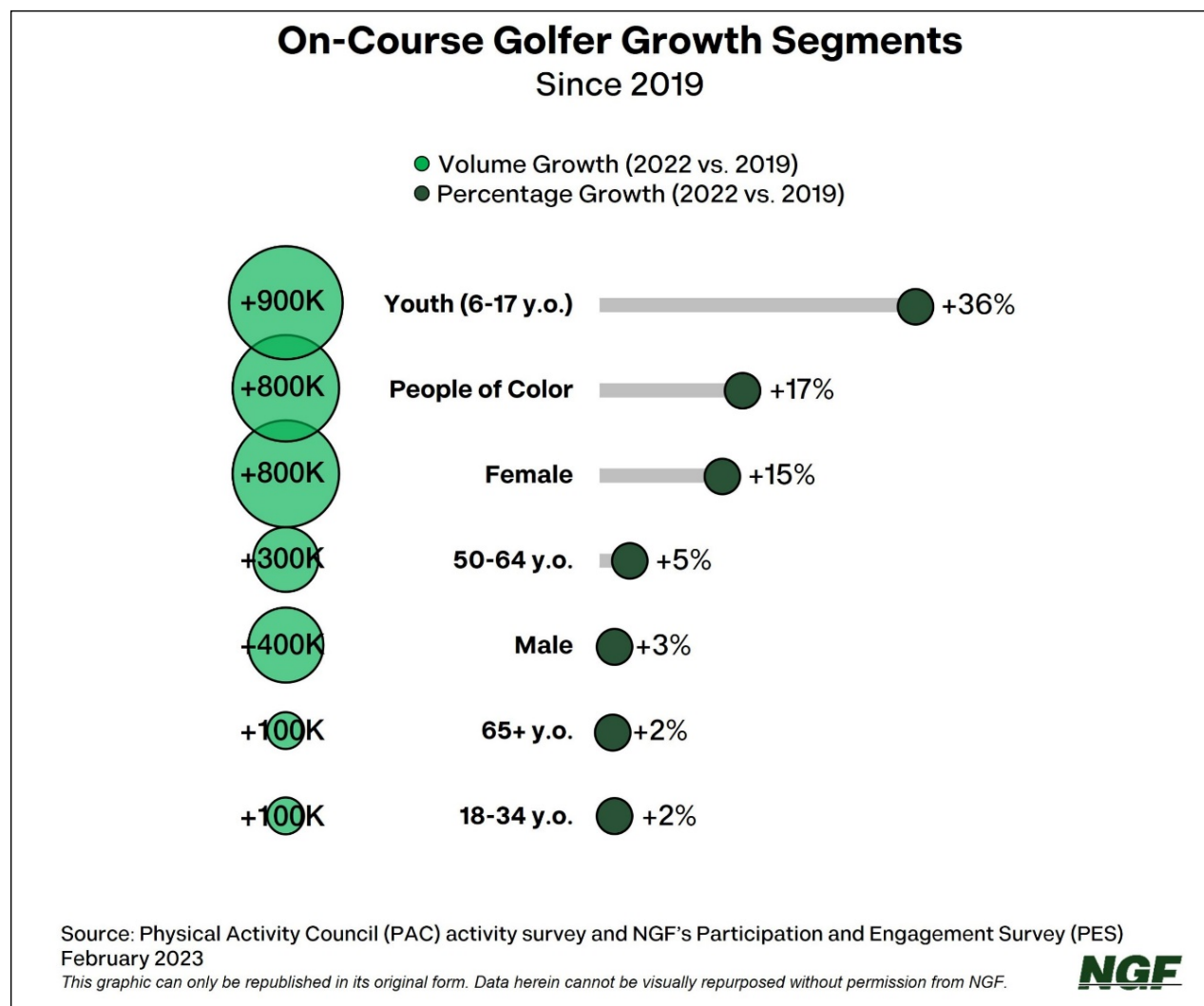
² Source: McKinsey.com's monthly update on the state of the U.S. consumer – May 2023



Joseph Beditz
NGF

Golf's Biggest Participation Jump

February 23, 2023



As participation levels have increased the past several years, the overall golfer base has gotten more diverse.

Some of the most notable U.S. participation gains have been among females and people of color.

But the biggest participation increases over the past three years – since the start of the pandemic – have come in the junior ranks.

The net gain of almost 1 million juniors (ages 6-17) is the most significant of any on-course participation segment. At just over 3.4 million in total, the youth golfer pool is now at its highest level since 2006, just prior to the Great Recession.

Juniors account for about 13% of the on-course golfer population. Away from the course, that representation is even greater: more than one quarter of off-course golf participants are under the age of 18. As impactful as the various junior golf organizations continue to be in the industry, when it comes to introductions – and swinging a golf club in

a fun, non-intimidating environment – it's hard to downplay the important role places like Topgolf are clearly having in spurring interest and encouraging more on-course trials among the youth ranks.

And while female on-course representation has matched an all-time high, at one-quarter of all golfers, it's even higher in the junior ranks. More than 36% of junior participants are girls.

Also encouraging for the game's future growth, the biggest cohort when it comes to latent demand is juniors. Whether it's golf programs in schools, high energy golf entertainment venues, likeable young pros or golf being perceived as "cool" again, it's notable that another 5 million+ kids – non-golfers – say they're very interested in playing on a course.

NGF members can access more information on various segments [here in our annual Golf Participation in the U.S. Report](#).

National News

Golf and the Golf Ball



By Larry Hirsh

As we all know by now, bifurcation is next buzzword in golf as it relates to the proposed new rules on golf ball distance testing. According to dictionary.com, “bifurcate” is defined as to divide or fork into two branches. Philosophically, one has to question promoting division for something that is currently unified and most importantly, working. As I see it, there are two (2) issues here:

- Does the ball go too far?
- Does bifurcation compromise, or even defeat one of golf’s long-standing advantages?

Personally, despite the diminishing tee shots associated with my advancing years, I think the ball goes too far – especially for some of the older golf courses that either haven’t been or can’t be expanded, or can’t afford to. Not only have many of our great venues become obsolete for competition, but those that have expanded or been recently developed require more land, more maintenance, more water and more materials (fertilizer, chemicals, equipment, etc.) to operate. This is more challenging both environmentally and economically. Yankee Stadium doesn’t have to grow. An NBA basketball court is still 94’ and the basket 10’ high. The football gridiron is still 100 yards and crossbar still 10’ high and 18.5’ wide. A byproduct of the longer ball which has changed the game as much as modern distances is the inability to shape and flight shots like we were able to with the balata balls of days gone by.

As a proponent of both environmental and economic sustainability in golf, the ever-expanding golf course is a problem. Advances in technology, aerodynamics and physics have not changed the ball in other sports. Can golf stop distance where it’s at and still vary the characteristics of balls for different players (spin, launch, etc.)? If rolling it back is the answer, fine but golf is still a game with 25 million participants, most of whom play for fun. Many courses have been retrofitted for today’s distances and it would not only give those courses that haven’t a chance to expand and catch up but also preserve the integrity of many courses.

I suppose there are those who’d claim it would suppress the (very active) market for golf course re-design, renovation and remodeling. That would seem to depend on the reason for renovation. If being done to host a major event, the lengthening wouldn’t be necessary. If simply enhancing the course, replacing greens, tees, bunkers or irrigation systems, or improving the layout, that work would still be vibrant.

Golf has historically been a sport with the unique characteristic that all players, of all levels, can play a major championship course, from the tips if they like, and experience the actual challenges encountered by the game’s best. Bifurcation would alter that experience which is unique to golf. None of us will ever know what it would be like to try and hit a Sandy Koufax fastball, but we can experience the island green on #17 at TPC Sawgrass just like Scottie Scheffler did – with the same ball.

Bifurcation, in my humble opinion, is not the solution to the problem. Bifurcation is a solution to a problem that doesn’t exist and would diminish the game. The problem that needs to be addressed is if and how reducing the distance of the ball will help (or hurt) our beloved game. Yes, golf is a hard game, and some think bifurcation is the answer. Others, like Golf.com’s Dylan Dethier say “changing elite players’ tee shots by 5% feels like it won’t be drastic enough”. My favorite golf writer, Golf.com’s Jack Hirsh, says: “The genie has been out of the bottle for too long. If golf wanted to do something about distance, it needed to do it BEFORE Tiger Woods came out on Tour. It’s far too late now for a rolled-back ball, and it’s going to affect way more people than golf’s governors intend.” The solution will be debated vigorously. It’ll be interesting to see where things fall out.

If it is concluded that the ball needs to be harnessed (either reduced or restricted from future gains) the amount can and will be debated. Bifurcation would negatively impact one of golf’s great allures. Go ahead and shorten, or limit the ball’s distance. Don’t divide golf into two games.



From Times Square to Tokyo, Women's Golf Day brings global smiles



Elisa Gaudet, WGD Founder

The first weeklong Women's Golf Day (WGD) celebration drew to a close as the last event finished at Moorea Green Pearl Golf Club in French Polynesia on Tuesday evening, the 6th of June. More women and girls were able to access these celebratory events in 2023 than ever before given the new weeklong format and the increase in the number of participating countries and venues.

Starting with WGD Palooza Digital Day and the ringing of the New York Stock Exchange (NYSE) Opening Bell, the celebration continued throughout the week. New and existing female golfers around the globe dressed in red and white to share their experiences on social media. The new format generated a staggering 194 million impressions, an increase of over 100 million impressions versus 2022, with an incredible 397,143 engagements and 92 million+ reach sharing a collective joy that perhaps can only be measured in smiles.

Key highlights of Women's Golf Day 2023 included:

- **WGD Palooza:** a specially curated USGA Museum Tour, Instruction from Callaway and Titleist players, an interview with founding members of Project Ukraine, and giveaways from WGD partners, including The USGA, PGA, R&A, Callaway, Titleist, FootJoy, PGA TOUR Superstore, Imperial, Marco Simone, and Make Golf Your Thing
- **NYSE Opening:** WGD Founder, Elisa Gaudet, was joined by a delegation including representatives from Acushnet and LPGA player Danielle Kang as Gaudet rang the opening bell at the New York Stock Exchange.
- **New Countries:** Gambia, Greece, Peru, and Zambia joined the WGD community for the first time in 2023 taking the total number of participating countries to 84.
- **Japan Growth:** after running 3 events in 2022, WGD and The Japanese Golf Federation worked in collaboration to grow the number of host locations in Japan from 3 to 139 in under 12 months.
- **Championship Venues:** More than 1,300 locations have hosted the event since 2016, including high-profile venues like Marco Simone host of the 2023 Ryder Cup, Pinehurst – host of the 2024 US Open, TPC Sawgrass – The PLAYERS Championship, Firestone Country Club – the World Series of Golf, TPC Scottsdale – WM Phoenix Open, Evian Resort- The Amundi Evian Championship in France, Taiheiyo Club Minori Course in Japan, and Aphrodite Hills Golf & Country Club in Cyprus.
- **PGA TOUR Superstore (PGATSS):** Official Retailer of Women's Golf Day held in-store activation events. PGATSS held events at



WOMEN'S GOLF DAY®

all stores across the USA, excluding California, Saturday, June 3rd. There were driving contests in the simulators and basic instruction for new golfers as well as putting contests and the chance to win a Women's Golf Day branded Callaway Golf Bag.

- **Golf Town:** Canadian retailer hosted WGD events on Tuesday, June 6th at all 47 locations across Canada.

"Every year we work to increase the number of facilities that host Women's Golf Day and it was very exciting to welcome the 139 courses from Japan and watch on social media, in real-time, the impact WGD has on golf around the globe. I experienced first-hand how important it is to have new and existing female golfers participate in WGD events to build confidence, new friendships, and skills that do last a lifetime. Our goal is to create more opportunities and unity and we are achieving that on a global level," commented Gaudet.

She continued, "Growing demand for additional days from host locations prompted us to expand to a weeklong format, resulting in impactful and significant activation on each day this week. Starting on May 30th with the WGD Palooza digital day and May 31st ringing the opening bell at the NYSE with Acushnet (Titleist and FootJoy). It is important to have retail engagement and in-store activation from both PGA TOUR Superstore and Golf Town as well as championship courses around the world hosting events. Having lived in NYC for 10 years it is thrilling to see WGD and Acushnet billboards running for a few weeks in Times Square as well as Silicon Valley. This support includes our partners, RBC, who are hosting the RBC Canadian Open this week."

Locations are invited to register now for 2024 allowing them to make full use of the promotional opportunities the Women's Golf Day platform offers them throughout the year. Registered locations are encouraged to update their location page regularly throughout the year to promote other offerings at the club including travel/ trips, instruction, and ongoing events. They will also receive additional support through the WGD social media channels and direct marketing opportunities. For location registration visit

www.womensgolfdays.com/register

Media Information, Images, and Video Files here:

<https://womensgolfdays.com/press/>

About Women's Golf Day

Women's Golf Day (WGD) is a global movement that Engages, Empowers, and Supports women and girls playing golf and learning the skills that last a lifetime. The one-day, four-hour event has occurred at more than 1,300 locations in nearly 84 countries since its inception in 2016, and has introduced thousands of new golfers to the sport. WGD is the fastest-growing female golf development initiative.

All are welcome to participate in Women's Golf Day, except where prohibited by law. Women's Golf Day does not discriminate against anyone on the basis of sex, race, color, religion, ancestry, national origin, disability, medical condition, genetic information, marital status, or sexual orientation.

National News

US Supreme Court Rules on Waters of the US Case

We have been waiting on a decision from the US Supreme Court on the Sackett vs. EPA case. Their decision limits federally controlled waters to those with a direct surface connection with navigable waters.

Below is the response to the ruling from two Committee Chairmen from the US House.

May 25, 2023

FOR IMMEDIATE RELEASE

Chairmen Rouzer and Graves Statement on SCOTUS Ruling in Sackett v. EPA Case

WASHINGTON, DC - Water Resources and Environment Subcommittee Chairman David Rouzer (R-NC) and Transportation and Infrastructure Committee Chairman Sam Graves (R-MO) issued the following joint statement in response to the U.S. Supreme Court's ruling in the Sackett v. EPA case:

"The Supreme Court's decision is clearly a decisive win for America's farmers, small businesses, property owners, and those who help build our infrastructure. As we said all along, the Biden Administration should have waited on Sackett, knowing how much of an impact the decision could have on their costly, burdensome, and overreaching WOTUS rule. The Supreme Court rightly recognizes that the significant nexus test, which underpinned the Biden rule, is an improper reading of the Clean Water Act. The only reasonable step for the Administration to take now is to withdraw its ill-advised rule."

Background:

On February 2, 2023, Rouzer and Graves introduced a joint resolution of disapproval under the Congressional Review Act (CRA) on the Biden Administration's flawed and burdensome "Waters of the United States" (WOTUS) rule.

On March 9, 2023, the House of Representatives approved the Rouzer-Graves resolution with bipartisan support in a vote of 227-198.

On March 29, 2023, the Senate also passed the resolution of disapproval in bipartisan fashion in a 53-43 vote.

On April 6, 2023, President Biden vetoed the resolution of disapproval, siding with far-left environmental activists over everyday Americans, as well as majorities in both Houses of Congress.

We will continue to follow this issue. We anticipate after the full content of the court's decision is reviewed and analyzed, the administration will take steps to repeal its current rule and release a new rule, complying with the guidance contained in the court's decision.



Ronnie Miles
NGCOA Senior Director of Advocacy
Daniel Island SC
[843-471-2714]

A Word of Thanks from Youth on Course



Dear NGCOA Members,

Did you know?

Your support for Youth on Course has helped our 501(c)3 nonprofit grow to subsidize nearly half a million rounds of golf for youth in 2022! By ensuring that youth ages 6-18 played for just \$5 or less across our network of 1,800+ partner courses, you gave boys and girls

in your state, your city, and your neighborhood the gift of access to life-changing opportunities through the game.

Some impact is subtle—more patience, problem-solving, fewer nerves, networking. And other impacts are transformative -- attaining a scholarship for college and access to work/volunteering opportunities otherwise out of reach, as well as the confidence and support needed to achieve personal goals both on and off the golf course.

The Youth on Course 2022 Annual Report is full of inspiring stories from our community of 140,000 youth members and many more supporters, partners and donors just like you who believe that transformational change begins with access to opportunities. Take a look, and we invite you to include Youth on Course in your charitable giving again this year.

[View the Annual Report](#)

LIV & PGA Tour “Merger” – What’s it mean for “grass roots” golf?



By Larry Hirsh

In a remarkable turn of events, the LIV Golf Tour and PGA & DP World tours have agreed to “merge”. Did the Saudi Public Investment Fund (PIF) just acquire the PGA and DP Tours? Is it truly a done deal? Do the players have to ratify? It appears as though it means more money for the professional game. What does it mean for golf at the grassroots level? There are many questions.

Among the byproducts of professional golf is the manner in which it has attracted new players to the game at the grass roots level. Given the

controversial source of funds (PIF) and all that comes with that, certainly questions surface about the potential for backlash from those troubled by association with the Saudi regime. Will those groups with sensitivities to the social, human rights, geopolitical and other issues association with the PIF shy away from participating in, sponsoring, watching or otherwise supporting the game of golf? Will companies that have sponsored professional golf in the past suffer backlash from their clients and customers? Will those companies continue to sponsor professional golf events?

Will clubs and courses, many now thriving from the surge in golf participation see a decline, or another surge in interest, rounds and membership? One thing we must remember is that those clubs and courses thrive not from the frequent, avid golfer, but rather from the increase in casual/recreational participation. That’s where the profit is. How will equipment and apparel companies fare? Many of those troubled by the social and political issues with LIV became more supportive of the PGA Tour as a result of their resistance to LIV. How will fans react to those players who vocally opposed LIV, like Rory McIlroy? How will fans react to the most ardent LIV supporters like Phil Mickelson and others? Is “sports washing” all the sudden “OK” now that it’s under the umbrella of the PGA Tour? On the other hand, could it be a boon for the game? I saw one article already this morning that indicated golf stocks surging with the announcement of the “merger”.

What happened to cause such a seismic event? On the surface, it appears to me as though one, or both, of two things occurred. Either the PGA Tour had antitrust issues, sought the funds PIF was offering, or both. Will the “merger” solve either or both of those problems? Does the “merger” create new problems? Will some fans turn away? Will some sponsors seek other opportunities or increase their commitments? Will the enthusiasm for both the professional game and golf at the grass roots level suffer or grow?

As I (like many others) watch Golf Channel this evening and read and hear all the many “neutral” (& expected) statements of golf’s leaders, what I don’t hear is concern for the growth of golf and the health of clubs, courses, teaching and club pros, club employees and suppliers and businesses who depend on golf participation for their livelihood – the grass roots. Will the values of golf properties experience another COVID-like surge, or will golf see a recession in interest not unlike the pre-COVID period from about 2000-2020?

Is the LIV / PGA Tour marriage good for the whole game, or just high level professional tournament golf? Do the issues associated with “sports washing” loom greater or do they simply fade away? No doubt unification of the professional game, at least in theory) is good. However, there are (again IMHO) many outstanding issues I haven’t heard or read being discussed. Time will tell what that impact is. Uncharted waters lie ahead. Stay tuned.



Lightspeed extends key partnership with PGA of Canada

Two-year national partnership deal will also see the launch of 'Summer Surge presented by Lightspeed' player ranking.



[Lightspeed Commerce Inc.](#) has announced the extension of its partnership as the official golf management software of the [PGA of Canada](#), the national association representing more than 3,800 club professionals across the country. Powering the world's best businesses, Lightspeed is the unified POS and payments platform for ambitious entrepreneurs to accelerate growth, provide the best customer experiences and become a go-to destination in their space.

First ignited in 2021, the renewed partnership between Lightspeed and the PGA of Canada will enable Canadian club professionals to access Lightspeed's extensive industry expertise for an additional two years through the association's popular "Tee Talks" and ["Tee Talks Live"](#) educational programs.

"We are so excited to have Lightspeed extend as a National Partner and the Official Golf Management Software of the PGA of Canada," said Kevin Thistle, CEO, PGA of Canada. "Lightspeed provides our members with invaluable insight into how technology can help provide a better all-around customer experience at their facilities, and we are grateful for their support of club professionals and golf in Canada."

The Summer Surge

As part of this new partnership agreement, the PGA of Canada will today unveil the 'Summer Surge presented by Lightspeed,' a season-long campaign celebrating the success and performance of top club professionals competing in PGA of Canada National Championships. This new initiative demonstrates Lightspeed's support, not only of retail and restaurant operations in golf courses across Canada, but of PGA of Canada professionals themselves.

"Our partnership with the PGA of Canada is incredibly important to Lightspeed, and I am elated to be able to continue building on the great work we have already done," said David Hope, GM, Lightspeed Golf. "While championing the learning and educational content for PGA of Canada professionals will always be front and centre, we are excited to this year expand our reach into the PGA of Canada national championships as well. Golf is what unites us, and it is critical that we show our commitment to supporting club professionals both off and on the course."

Lightspeed powers some of the best golf courses in Canada — including TPC Toronto at Osprey Valley, Tobiano, Sagebrush Golf and Sporting Club, The Algonquin, Bear Mountain, Manoir Richelieu, and Mickelson National — and around the world — including Kapalua, Cape Kidnappers, Kauri Cliffs, The Park West Palm, Coeur d'Alene Resort, and the K Club.

To dive into the transformative features of Lightspeed Golf and witness its powerful capabilities, visit <https://www.lightspeedhq.com/golf/>.

Partner News

PGA Show Insider



Marc Simon,
Event Vice President
PGA Golf Exhibitions



After months of anticipation, the PGA Buying & Education Summit will finally make its Texas debut at the Omni PGA Frisco Resort starting on July 31. The Summit represents an exciting time for the PGA of America, which successfully held the Senior PGA Championship on the newly opened Fields Ranch East Course in May. At the end of July, PGA Professionals, industry leaders, manufacturers and buyers will gather in Frisco for three days and two nights for a wide range of events — from a

runway fashion show and Demo Night to educational sessions and exclusive buyer opportunities. The schedule is filled from morning until night. This month's edition provides a sneak peek of what's in store at the event and a short guide to the vibrant Frisco community. We hope you are as excited as we are for the new format, new location and new experience of the PGA Buying & Education Summit at PGA Frisco! We look forward to seeing you there!

Don't Miss the 2023 PGA Buying & Education Summit

A complete preview of the event at the new Omni PGA Frisco Resort. To view online [click here](#)



020 Connects VIP Buyers With Vendors

Invitation-only event creates an intimate environment.

[Read More >>](#)

continued on next page

Partner News

PGA Show Insider



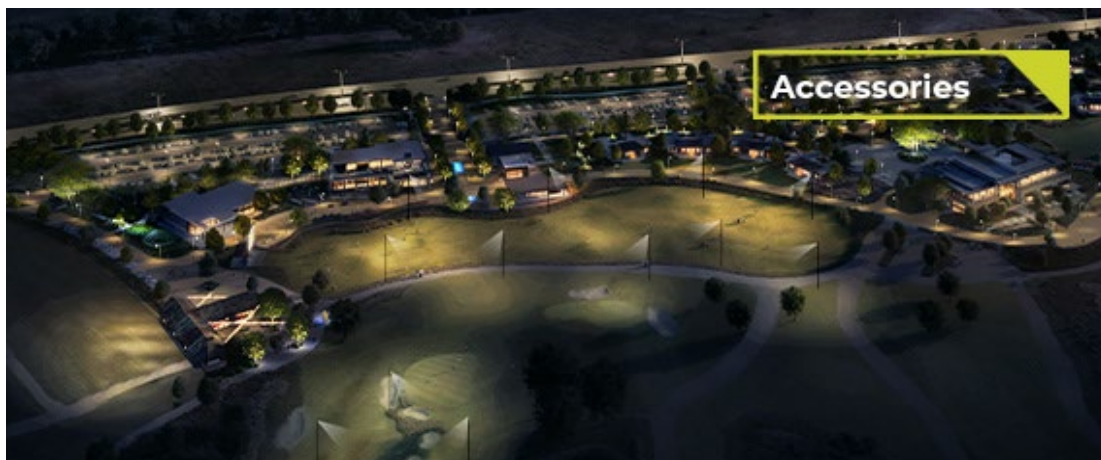
Live Fashion Show to Kick Off PGA Buying & Education Summit

A preview of upcoming collections and trends for the year. [Read More »](#)



O2O Connects VIP Buyers With Vendors

Invitation-only event creates an intimate environment. [Read More >>](#)



PGA Education Conference Preview

Learning opportunities abound during the 2023 PGA Buying & Education Summit. [Read More >>](#)



continued on next page

5 Things to Check Out In Addition to the Summit

Read about how you can fill out the week with Frisco's variety of unique entertainment options. [Read More >>](#)



WELLS INSURANCE

Being in the golf risk management marketplace daily, I've seen many scenarios that pose dangerous consequences to course owners and operators. Your source of guidance is paramount - the following are a few vulnerabilities that can be amplified if not addressed correctly.

In some cases, your greens are your gold. There may be only a few things that carry more weight in a golfer selecting his/her next round of golf than the quality of a course's greens. So, in the event your greens are vandalized (dirt bikes or chemicals, etc), damaged in a storm or the irrigation system is destroyed... are you prepared to manage the situation? Two things to consider - will your commercial insurance policy indemnify you for reconstructing the green and any lost revenue due to any cancellations or closures? Some hard lessons have been learned by golf course owners when they thought their policy covered wind for damage to the golf course. Just like you double-check your scorecard before signing it - double-check your policy.

What about the homeowner that calls the golf shop in an angry huff because his window was broken from an errant tee shot on the fifth hole? Typically a policy has a coverage limit built in for "errant ball property damage" but how often should you really file that claim? There are a couple other ways a claimant might be indemnified - ways that don't involve your policy and certainly worth exploring.

Finally, the Atlantic hurricane season is upon us and exposure to serious golf course and property damage is not just limited to coastal areas. It's always prudent to do a policy coverage review for the following items, among others - perils covered for the golf carts and maintenance equipment, data restoration and how quickly you can get back online, a plan outlining employee duties in the event of temporary shutdown and reopening procedures, to name a few.

The aforementioned items are only a sampling of the areas needing attention as you manage the risk associated with your facility - in some cases the facility is owned by you or in some cases the facility is owned by members who have entrusted you with their assets. With much more to discuss on these topics, I welcome a conversation to learn more about your operation and explore ways we might partner together.

Contact Wells Insurance and Your Agent, Rhett Graham
<https://www.wellsins.com/services/commercial-insurance/golf-course-country-club-insurance/>

Partner News

Your Guide to Golf Courses For Sale



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Partner News

Your Guide to Golf Courses For Sale



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[Click Here](#) to Contact!

Annual Report Now Available for National Links Trust



The latest Annual Report from National Links Trust — featuring a retrospective look at 2022, course improvements and renovation plans, and updates on current initiatives and programming — is now available. We thank you for your ongoing support of our mission as we can't do any of this without you. We will continue to keep you updated on our work.

[READ THE ANNUAL REPORT HERE](#)

We Need Your Help

As you can see from our Annual Report, we've been busy over the past year and we have no plans to slow down, in fact, we're just getting started. And we need your help...

Would you join or renew your Capital Club membership today, or if you're already a member, would you consider upgrading your membership level?



Capital Club members are essential to our mission. Membership comes with an array of special opportunities like advance access to limited merchandise as well as early bird tournament sign-ups and exclusive gifts. Find out more in the link below.

[JOIN/RENEW/UPGRADE YOUR CAPITAL CLUB MEMBERSHIP](#)



National Links Trust's Plan for the Future of Rock Creek Park Golf

The Rock Creek Park golf course renovation is the first leg of National Links Trust's "Nation's Capital Project" alongside the National Park Service (NPS). This project will occur in two phases. The first phase will include the construction of a new clubhouse, driving range, maintenance facility, pavilion, Himalayas-style putting course, and short game facility. The second phase will involve the renovation of the golf course - creating a nine-hole regulation length golf course and a nine-hole par three course - and construction of ecological trails through the property.



Tremblay earns national PGA honor



Springfield Golf & Country Club's Josh Tremblay, PGA, was recently honored with the PGA of America's PGA Player Development Award. Tremblay, a nearly 20-year PGA member in the

MAPGA, is director of golf at Springfield and has led the club's golf program since 2009. This honor bestows special recognition to a PGA member who has displayed extraordinary and exemplary contributions and achievements in the area of player development.

The Preserve At Beacon Hill Will Reopen in 2024

By C&RB Staff | June 21, 2023



The course, which was originally called Golf Club of Virginia when it opened near Leesburg, Va. in 2001, has been closed since 2006. Haymarket's Resort Development Partners has entered into a definitive agreement with the Beacon Hill Community Association to revive the course. It appears that RDP would ground lease the 330-acre property, convert the 27-hole course to an 18-hole championship design in an initial phase, add a nine-hole family course in a later phase, and construct a new clubhouse with full-service dining and a golf game improvement center.

Golf will return to Loudoun's Beacon Hill community, nearly two decades after players last teed off from the Johnny Miller-designed course, the Washington Business Journal reported.

Haymarket's Resort Development Partners has entered into a definitive agreement with the Beacon Hill Community Association to revive the links, with the course, originally called Golf Club of Virginia when it opened near Leesburg in 2001, slated to reopen in 2024 as "The Preserve at Beacon Hill," the parties confirmed to the Washington Business Journal on June 20. The course has been closed since 2006.

Club+Resort Business previously reported on the effort to reopen the course.

"Our sleeves are rolled up and work begins next week to transform this property into an extraordinary golf experience commensurate with the beauty and prestige of the community," said Frank Denniston, RDP co-founder and managing partner.

Terms of the deal were not announced, and RDP is not expected to publicly reveal additional details, including its full membership offering, planned amenities and proposed golf course details, until mid-August. The Washington Business Journal had previously reported that RDP would ground lease the 330-acre property, convert the 27-hole course to an 18-hole championship design in an initial phase, add a nine-hole family course in a later phase, and construct a new clubhouse with full-service dining and a golf game improvement center. A source familiar with the deal had not heard anything to suggest those plans had changed.

The Washington Business Journal has also learned that RDP will make a six-figure investment in non-golf amenities, to be used at the discretion of the Beacon Hill community, while every Beacon Hill homeowner will get a



complimentary two-year social membership to the club when it opens.

Beacon Hill residents have voted overwhelmingly, on multiple occasions, to return golf to their community, the Washington Business Journal reported. The last vote, tallied earlier this year, was 148 to 46. Residents' "commitment, support, and participation have led to this opportunity to finally fulfill the promise that Beacon Hill was founded upon more than 20 years ago," Sid Rudolph, BHCA president, said in a statement.

An RDP affiliate, as of late June 2022, was offering a limited number of founding and lifetime memberships to the new club, preliminarily priced at between \$50,000 and \$250,000, with the goal of building an investor pool, the Washington Business Journal reported. A source familiar with the discussions said at the time more traditional club memberships would also be available to Beacon Hill residents and nonresidents at a target initiation fee of \$25,000.

On its website, RDP claims to "re-concept, transform and rebrand resorts, private clubs and high-profile resorts and communities" across the United States. Its portfolio includes Timacuan Golf Club in Lake Mary, Fla., Cat Island Club in Beaufort, S.C., Pine Island Country Club in Charlotte, N.C., and Hidden Valley Country Club in Salem, Va. Beacon Hill is listed in the portfolio section of the RDP website, but access is currently protected.

The Beacon Hill community is located just northwest of the town of Leesburg. Carved out of the 2,000-acre agricultural estate of 1950s radio and TV legend Arthur Godfrey, it was developed in the mid-1990s, with the original Golf Club of Virginia debuting in 2001, the Washington Business Journal reported. But the club almost immediately fell into a financial morass, closing five years later under its second owner. Efforts to bring golf back to Beacon Hill have hit all manner of snags since, from a ponzi scheme to failed negotiations with potential operators. The community acquired the club in 2014 for \$1, plus the cost of a back tax bill.

Golf Car Specialties Continues To Be Our Diamond Partner!

Golf Car Specialties and Yamaha are excited to partner with NGCOA, as the Diamond Sponsor for the Golf Car category. Throughout the year, Golf Car Specialties - Yamaha will be providing special offers and promotions to aid NGCOA members, in their efforts to provide an exciting ride on the golf course.

Top Provider of Golf Course Vehicles in the Mid-Atlantic Area



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YAMAHA



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<https://www.yamahagolfcar.com/golf-car/golf/umax-one/>



[2023-2024 Yamaha Golf Car - Drive 2 vehicle](https://www.yamahagolfcar.com/golf-car/golf/the-drive-2/)

<https://www.yamahagolfcar.com/golf-car/golf/the-drive-2/>

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

Paul Tideman
703-967-3870 (cell)
pdtideman@earthlink.net

John Myers
609-828-0312 (cell)
john@golfcarspecialties.com

Allied Associations Hire Buffalo Group in Partnership with VCU to Develop Economic Impact Study



**BUFFALO
GROUPE**

The NGCOA
MA, VGCSA,
VSGA, MAAGCS,
MSGa, MAPGA,
CMAA and

ESAGCS are jointly funding an economic impact study of how the golf industry impacts the economies of Virginia and Maryland. As we continue to navigate through the ever-changing economic and political landscape, the NGCOA MA and allied associations recognize the importance of the research and data being compiled by this study. The recent boom in the golf economy, especially during the height of the COVID-19 pandemic has proven the sport is as healthy as ever, and completing this study will allow us to quantify the impact the game has on our local economies. The study will also prove to be an asset when visiting local, state and federal legislatures. Buffalo Groupe, in partnership with Virginia Commonwealth University will conduct and compile the research into a tangible report available to all members of the associations.



Buffalo Groupe has spent more than two decades building the most prominent golf focused marketing platform in existence. Fueled by an explosion in golf, combined with an aggressive acquisition and growth strategy, Buffalo has expanded its reach into adjacent categories that they refer to as “escape” industries. Their research firm (Longitudes) works with most of the major golf manufacturers and retailers including Titleist, FootJoy, adidas, Callaway, Bridgestone, Taylormade and Dick’s Sporting Goods.

Buffalo’s Specialty research services include:

- B2B research, both quantitative and qualitative, addressing the complex needs of corporate customers
- Demand modeling and market sizing for sports retail, manufacturers and service providers
- Perception, awareness and consumer segmentation research
- Customized market surveys utilizing quantitative methods such as “Conjoint” and “Max
- Diff” analysis



VCU

The VCU Center for Public Policy (CPP) is housed within the Office of Research and Outreach at VCU’s Wilder School of Government and

Public Affairs. The CPP aims to advance research and training that informs public policy and decision making to improve our communities. Drawing on the wide-ranging expertise of Wilder School faculty, CPP provides diverse public-facing services to clients in state and local governments, nonprofit organizations, businesses and the public, across Virginia and beyond.

Services provided by the CPP include:

- Program and policy evaluation,
- Economic and policy impact analysis,
- Public policy polling,
- Leadership training and development,
- Data collection and analysis.

Center for Sport Leadership (CSL) at VCU was created to be an innovative, practical learning environment that prepares students for a successful career in the sport industry. Modeled after VCU’s highly successful Brandcenter, home to their nationally ranked graduate advertising program, the CSL launched a nontraditional sport leadership graduate program that focuses on experiential learning through hands on experiences.

The CSL, however, is not just the source for the next generation of sports leaders it’s also a thriving research center driving industry innovation. The center has done research on four continents with constituents and stakeholders including Washington Commanders, the National Collegiate Athletic Association, Nike, and the US Department of State.

The center’s areas of research expertise include, but are not limited to:

- Quantitative and qualitative analyses of sport consumers, fans, participants, student athletes, and other athletic and organizational stakeholders
- Instrument development and validation
- Audio/visual response analyses to multimedia and technological interfaces
- Economic impact analysis of sport and other short-term events
- Implicit response assessments

Over the course of the economic impact study, there will be five primary areas of focus, each with subset focal points. The five primary areas of focus are:

1. Economic Modeling of the Sport of Golf Impact
2. Golf Facility Operations
3. Off course Golf & Associations
4. Enabled Industries
5. Non-Economic Contributions

Phase 2 of the project, Research Execution is concluding and Phase 3, Research Analysis and Final Project Report, will commence soon. Be on the lookout for updates and an announcement of when the report is available.

Fore! Richmond Golf Industry Recap for 2022

By Michael Schwartz



Belmont reopened in May 2021 after a major reconfiguration. (Photos courtesy of Belmont Golf Course)

One of this year's first big local golf stories was the [sale of Hanover Golf Club](#) to local foursome Dale Foley, Nick Foley, Ben Foley and Jake Albritton. They paid \$1.4 million for the 60-year-old course.

Soon after, Henrico County-owned Belmont Golf Course celebrated its first year with a [new look and new management](#). The historic century-old course is now managed by First Tee of Greater Richmond, which transformed the layout of the course in a bid to drive more business. The first year of the new format exceeded expectations.

New life for old courses

While Hanover and Belmont continue on, a trio of local courses took steps toward their next chapter.

[Glenwood Golf Club closed after 95 years](#) as it is set to be purchased by a developer and turned into a subdivision.

A local nonprofit unveiled its idea to transform the long-dormant [Royal Virginian Golf Course](#) in Goochland into a memorial for those who died from COVID. Some locals are skeptical of the plan,

particularly residents of the surrounding neighborhood.

Down in Prince George County, the owner of a neighboring brewery wants to revive [the long-shuttered Jordan Point Golf Club](#). Hani Atallah purchased the riverfront property for \$3.5 million and filed plans for a permit to host weddings and other events and add biking trails, pickleball courts, a dog park, a pool, a driving range and potentially a 9-hole course.

Over in Midlothian, [Rockwood Golf Park](#) closed for business as it and the shopping center next door will make way for hundreds of residential units.

Belts, cocktails and practice swings

[J.T. Spencer](#), a Henrico-based company that makes belts embroidered with country club and golf course logos, was acquired by golf hat giant Imperial and its parent company Paramount Apparel. J.T. Spencer will continue to operate from its local facility as usual.

A local physician turned his favorite golf cocktail [into a fast-growing business](#), as he created a line of canned beverages such as the Transfusion.



Longtime Glenwood Golf Club owners Frank Adams and Harry Griffin are selling the course's 121 acres to a developer planning a 290-home subdivision. (Michael Schwartz photos)

continued on next page

Fore! Richmond Golf Industry Recap for 2022

continued



A brewery owner in Prince George is looking to bring the Jordan Point Golf Club back to life. (Mike Platania photos)



Steve Dewalle with a selection of J.T. Spencer belts.

In the city near Scott's Addition, two brothers [opened an indoor golf simulator center](#), adding to several such venues locally.

[Golftec](#), a national chain of golf swing clinics, opened its second storefront in the Richmond market, looking to capture spillover in Midlothian from its Short Pump shop.

Two tourneys – one from the PGA and one from BizSense

The annual [Dominion Energy Charity Classic](#) put on a show once again at CCV, bringing some of golf's biggest names to town. One notable name didn't make the trip, but it didn't pose a problem for the DECC's successful run.

And Richmond BizSense hosted its [First Citizens Bank Invitational at the Federal Club](#).



Phil Mickelson, who played at the Dominion Energy Charity Classic in 2020 and 2021, is suspended from the field this year. (BizSense file photos)



ABOUT THE AUTHOR: [MICHAEL SCHWARTZ](#)

Michael Schwartz is the editor of Richmond BizSense, and covers banking, lawsuits, finance, M&A and golf. He can be reached at michael@richmondbizsense.com or 804-855-1037.

NGCOA MA News

NGCOA Mid-Atlantic Annual Meeting Poolesville Golf Course (MCRA), & The Crossvines Winery, Poolesville, MD • Wednesday, October 4th, 2023



Hosted by
Keith Miller, CEO MCRA

Join golf business colleagues on October 4th at Poolesville Golf Course for the NGCOA MA Annual Meeting filled with networking, education, awards and golf. The event is open to all Mid-Atlantic course owners, operators (whether NGCOA members at present or not) and their guests and/or CMAA members, MAPGA professionals, MSGA/VSGA members, club reps, and vendors.

Poolesville Golf Course in Poolesville, Maryland stretches over 380 picturesque acres in the lush Potomac Valley of Southwest Montgomery County. Take trip to Poolesville and you will find refuge from the hectic pace of Greater D.C. With two scenic lakes, and almost 7,000 yards of championship golf, this course offers generous landing areas, and large rolling greens. Poolesville Golf Course also maintains world-class practice facilities, including a 2-acre short game practice area, and a range with both grass and artificial teeing areas.

Adjacent to the golf course is the new state-of-the-art Crossvines Winery that boasts a beautiful meeting space where our event will take place. You don't want to miss the opportunity to visit this spectacular property!



Congressional CC will host the VIP reception on Oct. 3rd



Awards Presentation



The Crossvines adjacent to Poolesville GC



PGA
Middle Atlantic Section



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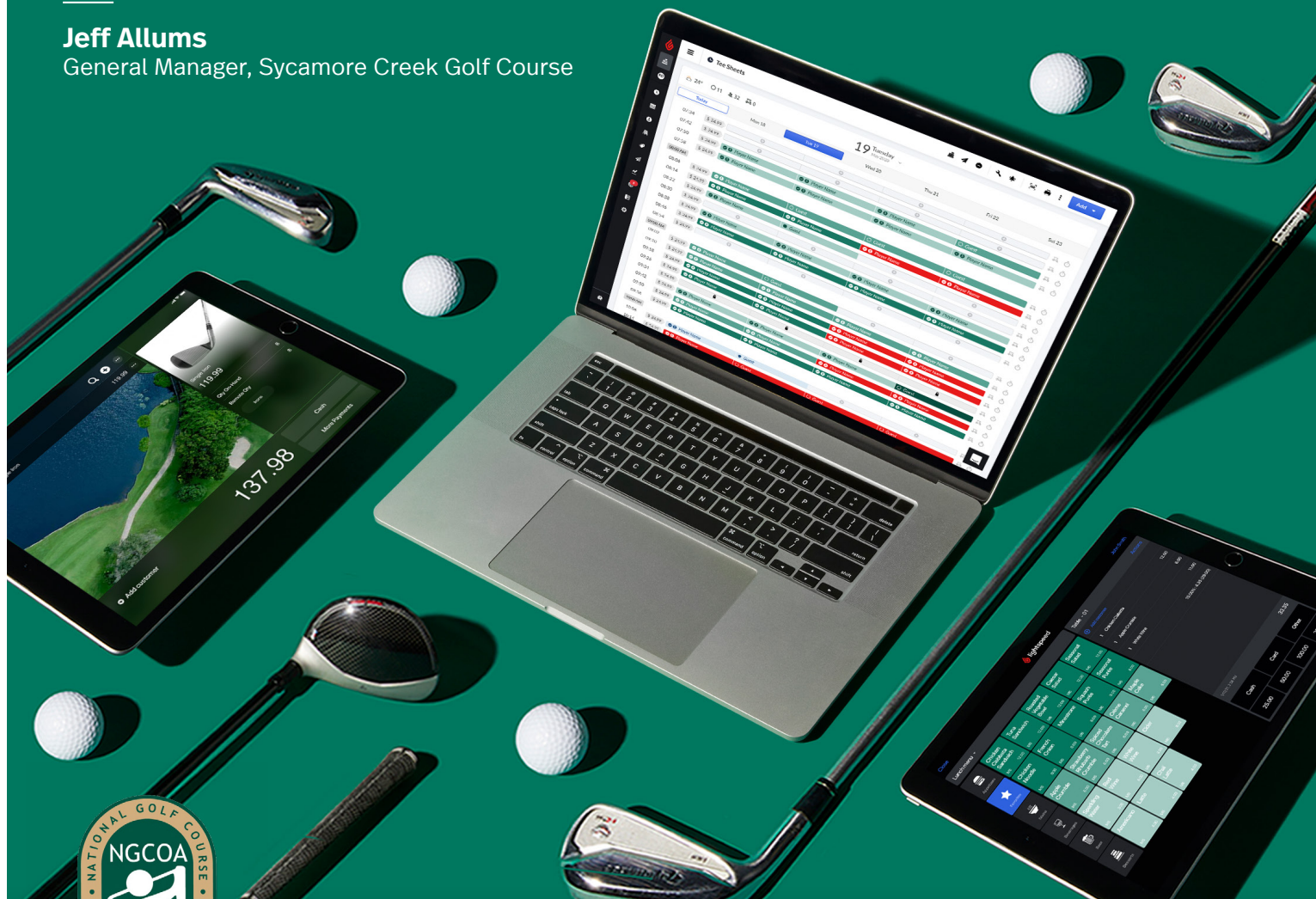
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North Carolina GCOA News

Secretary of Commerce Visits John Deere Manufacturing Plant

Net Net: Golf and Turf are Big Business

The North Carolina Golf Course Owners Association has spent substantial time and resources to create positive awareness of the industry. Ongoing work by Lobbyist Chris Valauri has been focused on creating a North Carolina Golf Council, boosting the image of the industry to legislators and the general public, as well as building key relationships to aid in future endeavors. North Carolina can stake a claim as “The Golf State”, with all the positives, including the US Open at Pinehurst next year, and much more.



Secretary Sanders visits the John Deere Plant in NC.

Thus, it was a significant accomplishment to get NC Secretary of Commerce Michelle Baker Sanders to tour the state-of-the-art John Deere Manufacturing Plant in Fuquay-Varina. Needless to say, she was quite impressed.

John Deere's Siva Sundaresan, Ph.D., began the presentation with an overview of the manufacturing process, along with safety measures employed by the company. This was followed by a walking tour, led by the Operations Manager Matthew Binkley, which also included a close-up of how new employees are trained. Then there was a Technology Demonstration led by Advanced Engineering. The tour wrapped up for lunch.

Photos from the Tour



Del Ratcliffe and David Norman don safety gear for the tour.



Del Ratcliffe (NCGCOA), Turner Revels (Revels Turf & Tractor), Chris Hartwiger (USGA) and Bob Farren (Pinehurst) join Secretary Michelle Sanders on the tour.



USGA's Chris Hartwiger makes a point, as Turner Revels and Anthony Revels look on.



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North Carolina GCOA News

Pinehurst Area Buzzing with 2023 Excitement

By Brad King

Now that we are well into 2023, there's a palpable buzz pulsing throughout North Carolina's Pinehurst, Southern Pines and Aberdeen area — or as it is more globally recognized, the "Home of American Golf."



Donald Ross

Golf around Pinehurst boasts a storied legacy unlike any other place in the country, offering a variety of memorable sporting experiences on layouts created by the most renowned names in the game including [Donald Ross](#), [Jack Nicklaus](#), Arnold Palmer, [Bill Coore](#) and [Ben Crenshaw](#), [Gil Hanse](#), [Dan Maples](#) and many others.

And news broke that Tom Doak would join this elite group by designing [Pinehurst No. 10](#), the resort's first brand-new golf course in 28 years. Aside from the golf course, the site in Aberdeen will include a short course, clubhouse, guest cottages and other lodging. Located four miles south of the main resort clubhouse, Doak's 18-hole routing is expected to open late spring of 2024, coinciding with the return of the U.S. Open to Pinehurst No. 2.

With nearly [40 golf courses](#) in the Tar Heel State's Sandhills region, all concentrated within a 15-mile radius of each other, there are a host of memories to be made. In addition to North Carolina's best collection of golf courses, the area also serves up world-class dining and shopping, outdoor adventures, equestrian facilities and more.



The USGA is in the process of constructing its second headquarters — called [Golf House Pinehurst](#) — while the Pinehurst Resort's legendary [No. 2 course](#) will host the 2024 U.S. Open and will serve as the USGA anchor site for future championships in 2029, 2035, 2041 and 2047.

In addition, [Pine Needles Lodge & Golf Club](#) hosted the 2022 U.S. Women's Open, the fourth time the storied Donald Ross layout has played host to the prestigious championship.

Golf House Pinehurst is an active construction site. The two-building facility will include an equipment-testing center, a visitor-friendly USGA Experience and an educational landscape feature to be completed by the end of 2023. "The USGA, along with our many partners who helped make this



project a reality, share a bold vision for Golf House Pinehurst and the impact it will have on this community and the game of golf," said Mike Whan, CEO of the USGA.

Another previous USGA championship venue is [Legacy Golf Links](#) in Aberdeen. The Nicklaus Design now features Mini Verde greens and is beautifully routed around five lakes. The collection of par 3s at Legacy may be the best in the area, while the 18th hole nicknamed "The Bear" was rated as the best finishing hole in the Sandhills.



continued on next page

North Carolina GCOA News

Pinehurst Area Buzzing cont.

In Southern Pines, [Talamore Resort](#) recently debuted its new Toptracer Range. The [Toptracer technology](#) uses high-speed cameras, coupled with sophisticated computer algorithms, to provide instantaneous ball tracking information to guests using the range featured 10 hitting bays.

"There are so many different things you can do with it," said Talamore Golf Resort General Manager Matt Hausser. "You can play other courses, you can play Topgolf, you can do long drives, you can do closest to the pins." The Talamore Toptracer Range features hitting bays all with high-speed cameras, TV monitors, technology and games, and casual seating is available.

In addition, miniature golf will soon make its debut in Taylortown, where Miniature Golf Solutions is creating 36 holes in Olmsted Village near the corner of Highway 211 and Main Street. It will be named Wee Pines. Pinehurst businessman and investor Marty McKenzie hired the Florida-based company to create and develop the project. The design concept is expected to be a blend of traditional and more modern aesthetics and will be a combination of "old-school fun and new trends." The new miniature golf course is expected to open in the spring.

Meanwhile, [Golf Pride](#) has opened a first of its kind Retail Lab in the company's 36,000-square-foot Global Innovation Center (GIC) Pinehurst, which opened in 2019. It is located next to the Tom Fazio-designed and highly acclaimed Pinehurst No. 8 golf course that recently received a host of upgrades, including new TifEagle greens, bunker restoration and fresh bunker sand, improved drainage throughout the course and the removal of invasive trees limiting views and inhibiting sunlight.

The Retail Lab has been part of the plans for the GIC since its inception and now for the first time this unique grip selection journey is open to the public. It provides an "inside the ropes" TOUR-like experience for golfers to choose the right grips for their game and have them installed on their clubs with a lead TOUR technician, while also allowing

guests to access GIC-exclusive products and merchandise. For the steady stream of golfers who visit Pinehurst from around the world on a daily basis, this is a new "must-do" on the itinerary.

"There's something unique going on here in Pinehurst," says Jamie Ledford, president of Golf Pride, a division of Eaton Corporation. "There's a tremendous opportunity to tap into the world of golf. There are a surprising number of golf companies and golf thought leaders based here in Pinehurst. Golf Pride made a decision to build our design and development center in Pinehurst and we have a huge opportunity to test it with golfers from around the world right here in Pinehurst. It's a great spot for us."

Aside from Golf Pride, the USGA, U.S. Kids Golf and the Carolinas Golf Association (CGA) have moved portions or their entire headquarters to the area in recent years.



The [U.S. Kids Golf Academy](#) is located at [Longleaf Golf & Family Club](#) in Southern Pines and annually hosts, along with more than a dozen area golf courses, the [U.S. Kids Teen](#) and [U.S. Kids World Golf Championships](#) each August. More than 2,000 junior golfers from around the world descend upon the destination to compete in the events.

Making all the activity convenient for its global audience, the Home of American Golf is strategically located with major East Coast international airports in Raleigh and Charlotte, 60 and 90 miles away, respectively.

"Pinehurst is the perfect community because of its world-wide reputation in golf and because of the world-class excellence here," says Dan Van Horn, founder and president, U.S. Kids Golf. "This is a great place to live and work."



North Carolina GCOA News

Save the Dates • North Carolina GCOA Annual Meeting

Pine Needles Lodge & Golf Club/Mid-Pines • Wednesday-Thursday, November 1-2, 2023



Hosted by
Kelly Miller, Owner

Join golf business colleagues on November 1st - 2nd for the North Carolina GCOA Annual Meeting. The two-day event will be filled with networking, education, awards presentations and golf. The event is open to all North Carolina course owners, operators (whether NGCOA members at present or not) and their guests and/or CMAA members, CPGA professionals, CGA members, club reps, and vendors. Overnight lodging will be available at Pine Needles Lodge.

course, often characterized as “pure Donald Ross,” was designed to fit perfectly into the natural landscape, as was Ross’s signature approach. Mid Pines was not intended to be a daunting challenge for the finest players competing under championship conditions but was envisioned as a course that would offer friendly competition for members and guests of a private club and resort.

Following Golf will be the “Beverage & Banter” happy hour reception presented by Revels Turf & Tractor. There will be drinks and plenty of time to catch up with old friends and network with industry colleagues.

The annual meeting will take place on the following day in the chalet-style



Once again, we will begin the event with a casual golf outing with networking and competition prizes on Wednesday, November 1st. Golf is brought to you by the Carolinas PGA and will be played on the Mid Pines, a Donald Ross masterpiece that remains exactly as the world-renowned architect built it in 1921 and impeccably restored by Kyle Franz in 2013. The

Pine Needles Lodge. Be on the lookout for more information to be released soon. We look forward to seeing you there!

Sponsorship Opportunities are available! If you would like to sponsor the annual meeting, please reach out to David Norman at dnorman008@gmail.com.

Reception
Presented by



Networking



continued on next page

North Carolina GCOA News

Save the Dates • North Carolina GCOA Annual Meeting

Pine Needles Lodge & Golf Club/Mid-Pines • Wednesday-Thursday, November 1-2, 2023

Networking



Awards



Golf



North Carolina GCOA News

USGA Shows Steady Progress on Key Initiatives



USGA GOLF HOUSE PINEHURST

COMING IN DECEMBER 2023

Artist Rendering – Campus Rear View, featuring the Pollinator Garden



The USGA's Golf House Pinehurst campus build is progressing on schedule. The Equipment Test Center and Administration building will be complete by December 2023, with 50 full-time USGA personnel working from the new office by the end of the year. Installation of the campus landscape plan, including the beginning stages of the Longleaf Pine Grove restoration planting and the educational pollinator garden, will begin in September.

The USGA Experience and World Golf Hall of Fame building will continue exhibit installation until an expected late May 2024 opening. 2024 Hall of Fame Ceremonies planned for U.S. Open week at Pinehurst – Inductee class for 2024 was announced earlier this year: Padraig Harrington, Sandra Palmer along with the late Johnny Farrell, Beverly Hanson, Tom Weiskopf and the 13 LPGA Founders - [click here for press release](#).

Ticket sales for the 2024 U.S. Open at Pinehurst No. 2 were successfully launched in June and weekly packages have sold exceptionally well – expect a different layout of corporate and other hospitality options since the 2014 Open.

The USGA is more than halfway through its first cohort/class of golf course maintenance workers for the Greenkeeper Apprenticeship Program at Sandhills Community College; all of the initial class members work on Pinehurst area golf courses, with the second cohort group to begin classes in August. The one-year program includes both classroom and in-field training by USGA expert agronomists and each graduate receives both an official apprenticeship certificate from the NC Community College system and a pay raise at their individual golf courses.

North Carolina GCOA News



U.S. Junior Amateur at Daniel Island Club

July 24 - 29, 2023

Daniel Island Club is proud to be the host of the 75th U.S. Junior Amateur this summer. They are currently looking for volunteers for all positions.

Volunteers must be willing to take on at least three shifts and 7am-12pm; 12pm-5pm are likely to be the shift times. The price is \$100 and includes two shirts, a hat and shift meals. Each volunteer will also be able to play Daniel Island Club on the volunteer play day.

All interested volunteers can email: 75boyschamp@diclub.com to relay their interest.

[More Information and Registration](#)





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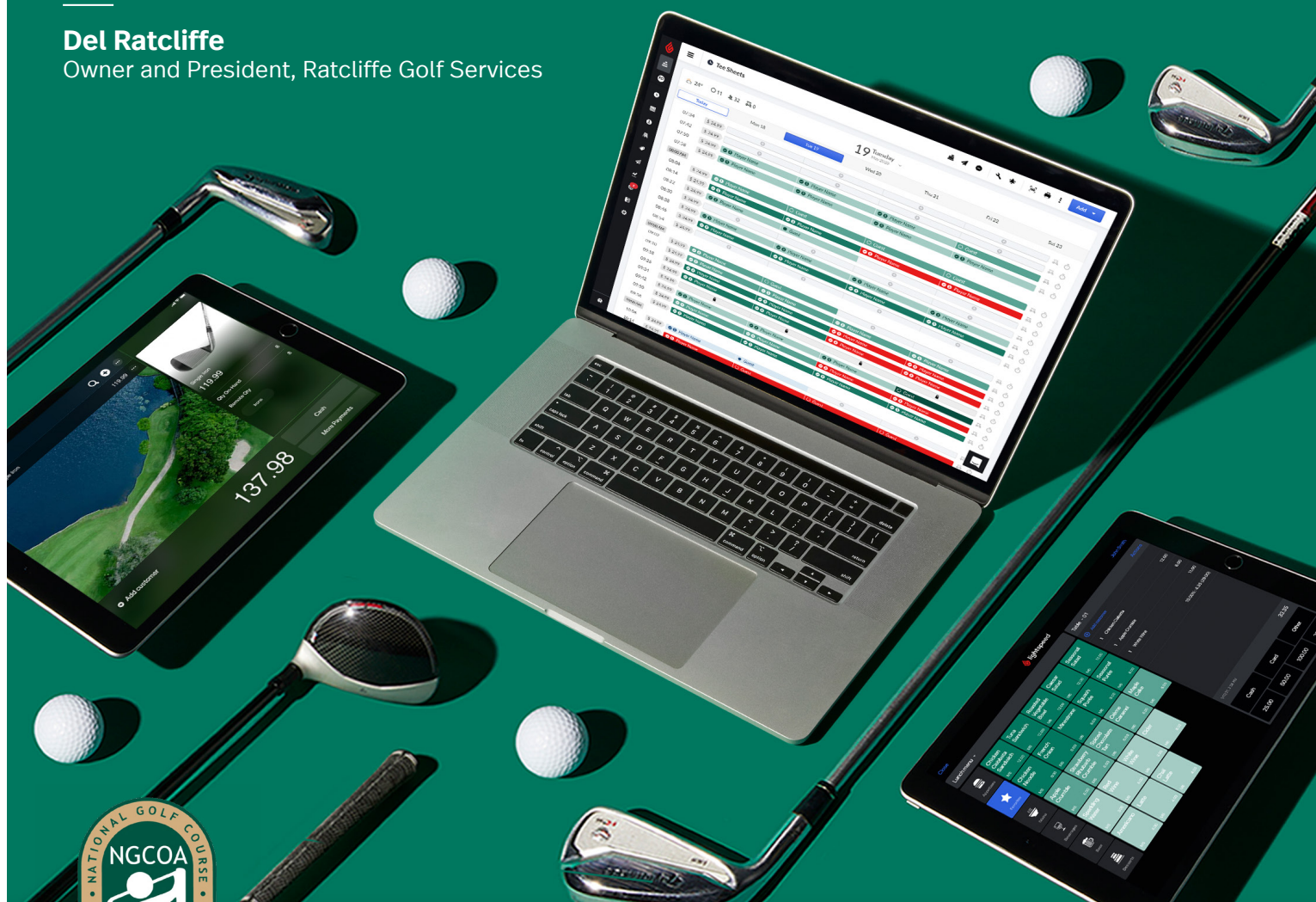
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Del Ratcliffe

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All U.S. member golf courses are eligible for this rebate, including private, semi-private and municipal courses.



ALREADY AN NGCOA MEMBER?

- **1% REBATE** on NEW Equipment Purchase/Lease **
- **0.5% REBATE** on USED Equipment Purchase/Lease **
- Existing courses converting from a competitive brand
- Initial purchases for newly constructed courses
- **To claim your rebate** go to <https://www.ngcoa.org/viewdocument/toro-company-turf-equipment-irr>

NOT YET AN NGCOA MEMBER?

- **Join NGCOA** today at www.ngcoa.org/membership/join
- **Become eligible instantly** for Toro product rebates and take advantage of this money-saving benefit

Learn more about the benefits of membership at www.ngcoa.org/membership/join, and contact Sherea Malcolm, Assistant Director of Membership, at smalcolm@ngcoa.org or 302-399-1652 with any questions.

**Eligible product lines include Walk-Powered Greens Mowers, Riding Greens Mowers, Fairway Mowers, Rough Mowers, Trim & Surrounds Mowers, Hover Mowers, Greens Rollers, Greens Aerators, Fairway Aerators, Deep-Tine Aerators, Power Bunker Rakes, Aeration Core Processors Topdressers & Material Handlers, Chemical Sprayers/Application Products, Debris Management Systems, Tow Behind, Mounted or Self-Propelled Engine, Hydraulic or PTO Driven Blowers, Sweepers & Power Rakes, Snow & Ice Management Products, Gasoline or Diesel Powered Utility Vehicles greater than 410cc. Submit your claim today for equipment purchased or leased as of November 1, 2017.

Great Incentives When You Convert or Renew Your Golf Car Fleet



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 \$1,250+ value
- OR
- **Renew** your current Yamaha contract and receive one year of NGCOA membership FREE— a \$450+ value

Learn more about the benefits of membership at www.ngcoa.org/membership/join, and contact Sherea Malcolm, Assistant Director of Membership, at smalcolm@ngcoa.org or 302-399-1652 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.