

NOVEMBER 18, 2020

OPINION

Stay vigilant: With golf courses prone to recent scams, and \$428,000(!) refunded, NGCOA's tenacity doesn't go unnoticed

By Stuart Lindsay, Principal, Edgehill Golf Advisors

In mid-October, we were made aware of problems for some courses using the Elavon/ETS credit card processing platform for their online stores. Harvey Silverman sent me a note saying “this is right up your alley.” ... As we investigated the situation, we saw tremendous efforts made by both the NGCOA and a well-respected web and e-commerce hosting company in dealing with the situation and getting resolution for the affected courses. Pellucid was also impacted tangentially by these attacks – we use the same web and e-commerce company to host our website and Elavon/ETS for online payments. We weren’t affected by the “hack”, but our online store was shut down as part the company’s proactive steps to prevent the hackers from spreading to more courses... [READ MORE >>](#)

Is Your Golf Facility Meeting the Four Criteria for "Highest and Best Use"?

By Larry Hirsh, President, Golf Property Analysts

Golf courses represent a largely inefficient use of land resources. There’s a maximum of approximately 300 players per day on an 18-hole course, depending on daylight. With alternative uses, a site of 150 to 200 acres can typically accommodate more people. For instance, if a 150 acre site is developed with just 2 housing units per acre, approximately 225 to 260 homes can be built (allowing for infrastructure of 20-25%) and if each household has 2.6 people that calculates to between 585 and 676 people using the site every day. Simple math and logic shows why golf courses are often NOT the highest and best use for their sites.... [READ MORE >>](#)



FROM AROUND THE INDUSTRY

- [Long Drive Home: The untold story of Stark Co's 'golf legend' Renee Powell](#) (The Repository, OH)
- [Hospitality professors to present research on what makes a great golf experience](#) (UW-Stout)
- [Lee Elder Invited as Honorary Starter for the 2021 Masters](#) (PGA of America)
- [Troon International Raises Over \\$10,000 for Women's Charities During October](#) (Troon)

GOLF BUSINESS MAGAZINE - NOVEMBER/DECEMBER 2020



Standing Together: Golf's Growth is the Surprise of 2020

Most of 2020 felt like being beaten with a bat. From the tragic loss of life to the economic devastation of the shutdowns to the civil unrest that burned throughout the summer to the rancor that infused so much of society, 2020 was, in summary, a mess. And as happens often during messes, whether it's war or economic depression, people retreated to the things that mattered most: time with family and nature... [READ MORE >>](#)

The Fountaingrove Club: Rebuilding From The Ashes

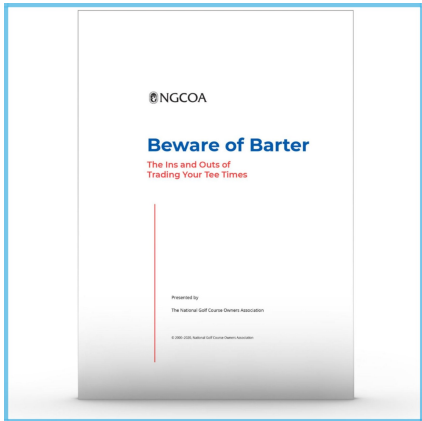
In mid-September, when massive wildfires ravaged communities along the California and Oregon coastlines, credit rating agency AM Best estimated California's insured losses from the fires could top the unprecedented \$13 billion recorded in 2017 when the state was hit by three of the five costliest fires in U.S. history... [READ MORE >>](#)



NGCOA's [2020-2021 Golf Industry Compensation & Benefits Report](#). Learn how YOUR comp & ben package compares with others in the industry.



The Golf Business Podcast brings you a new piece of original, curated, informative content to help your golf course business thrive and grow.



Find Golf USA Tee Time Coalition information and resources in NGCOA's Advocacy Center. [Visit Tee Time Advocacy](#) to learn more!

Share Golf Business WEEKLY with a Friend!

Do you know someone who should be reading Golf Business WEEKLY? We encourage you to forward this email to your colleagues and peers so they can enjoy the latest business-to-business news about the golf industry. [CLICK HERE](#) to subscribe.

GOLF BUSINESS MAGAZINE

291 Seven Farms Drive, 2nd Floor | Charleston, SC 29492 | 800 933-4262

