

FEBRUARY 3, 2021

OPINION

Strength in Numbers?

By Harvey Silverman, Silverback Golf Marketing

Tron dropped a bombshell on the golf industry to open the new year. It announced on Jan. 4 that it purchased Indigo Golf Partners, formerly Billy Casper Golf, making it far and away golf's largest golf course management company with 585-plus locations worldwide, including managing 630-plus 18-hole equivalent golf courses. And we thought Bryson DeChambeau's drives were mammoth. Tron has been on a buying spree lately, including Green Golf Partners in May 2019; OB Sports Golf Management in April 2019; RealFood Hospitality, Strategy and Design in February 2019; and Cliff Drysdale Management, the nation's largest tennis management company, in July 2018. The services it offers municipal, daily fee, and private facilities are extensive. Enumerating all the potential ramifications is mostly speculative – but some are likely to come true because it's how mergers of large competitors work. Let's consider a few... [READ MORE >>](#)

Club Renovations — Should You or Shouldn't You?


By Larry Hirsh, President, Golf Property Analysts

Renovations are a constant source of debate around many clubs. Members love restored, upgraded or new facilities and amenities but don't often want to pay for them. Some clubs elect to improve areas that can accommodate outside events, designed to generate revenues that might enable the club to embark on more capital improvements later. Other clubs undertake massive projects that reinvent the club and are designed to revitalize or prepare the club for the future. Whether a club should or shouldn't renovate – and how much – is what we'll explore in this article... [READ MORE >>](#)

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New Year's Resolutions (By Jay Karen, NGCOA CEO)

There are many cynics out there who like to scoff at New Year's resolutions. I don't count myself among them. I love this time of year. New beginnings. Level-setting what's important. Resolutions come with a strong sense of optimism and aspiration. What's wrong with that? Do some or most go unrealized or unfulfilled? Sure. At least until next year. But if we are disciplined and focused on our resolutions, we may indeed realize some achievement... [READ MORE >>](#)

Pronghorn Resort— Finding New Efficiencies

Over the last seven years, resort rounds increased steadily at Pronghorn Resort in Bend, OR. Surprisingly, March—May of 2020 brought the biggest increase ever at the resort's two courses with an 85% rise in green fee revenue in May compared to May of 2019... [READ MORE >>](#)

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