

APRIL 7, 2021

## OPINION

### Two Numbers: Knowing Your Customer's Lifestyle Can Dictate Your Golf Operation

By JJ Keegan, Reality Mentor & Envisioning Strategist, JJKeegan+

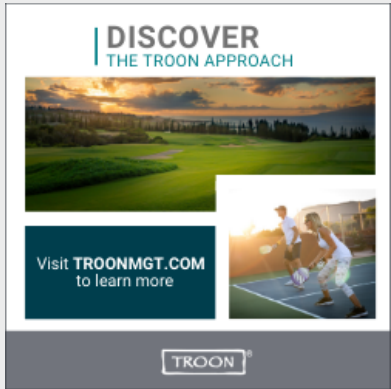
How many Starbucks stores are within a 10-mile radius of your golf course? If the answer is zero, our belief is your golf course might be financially challenged unless you are a destination resort. In the numerous geographic local market studies performed for clients throughout the U.S., we have observed the number of Starbucks stores located within 10 miles is an accurate predictor of prosperity for a golf course. These include places like the south of I-20 and inside the I-285 loop in Atlanta, GA., or even in a rural area like Morganton, NC. There are no Starbucks in those locations, and we usually find that the golf courses are low-end, entry-level facilities where generating enough revenue to fund capital improvements is a challenge. Starbucks selects locations based on the attitudinal behavior of consumers within a defined geographic radius. Known as the MOSAIC profile, Experian classifies all individuals within ten designated groups... [READ MORE >>](#)

## SPOTLIGHT

### A 'Cool' New Way to Bring in Business?

By Scott Kauffman, Contributor, Golf Business®

Most Northern golf facilities are still in hibernation mode this time of year and slowly coming back to life for business. Sure, some operations are able to sneak in rounds during these early spring days when it's nice enough to play outside, but courses are mostly quiet and eagerly awaiting Memorial Day weekend when business begins to take off with peak summer traffic. This winter and shoulder season, however, a number of Northern courses reported unusual signs of increased business activity and strange-looking things positioned around their property. And it had nothing to do with golf... [READ MORE >>](#)



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- [JUST RELEASED: 2021 Trend Reports from the Agronomy, Marketing and Operation Sectors of Golf](#) (NGCOA)
- [Career Opportunities in the Golf Industry Are Endless](#) (PGA of America)
- [New Coore and Crenshaw Golf Course Coming to Alabama](#) (Planet Golf)
- [The crazy story of how a golf shop employee outside Chicago became Jeongeun Lee6's manager](#) (Golf Digest)

## GOLF BUSINESS MAGAZINE MARCH/APRIL 2021



### It's Time to Remove "Plantation" from Golf Course Names

By Harvey Silverman — It's almost too trite to use Bob Dylan's "The Times They Are A-Changin'" lyrics to introduce this article. The plain, clear truth is – they are... [READ MORE >>](#)

### PGA National Resort and Spa — Leading By Example

Inclusivity is nothing new at PGA National Resort and Spa, in Palm Beach Gardens, FL. Jane Broderick, Director of Golf, can attest to this, as she has been at the resort since 1986, nearly her entire career. “We are just like America,” said Broderick, who is an LPGA & PGA Master Professional. “Our resort staff, both full-time and contract labor, reflects a mix of people, including men and women, various minorities and several native languages... [READ MORE >>](#)



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