

SEPTEMBER 8, 2021



ALLISON GEORGE
TODD VALLEY
GOLF COURSE



ROCK LUCAS
CHAPWOOD
GOLF CLUB



DEL RATCLIFFE
RATCLIFFE
GOLF SERVICES



WHITEY O'MALLEY
SADDLERACK
GOLF CLUB



SEPTEMBER 8TH
3PM ET



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REMINDER: [Today is a Golf Business LIVE Wednesday!](#) Jay Karen and Don Rea, PGA cover the stories and trends making waves across the golf industry and will welcome 100+ combined years of golf course ownership experience when Allison George, Rock Lucas, Del Ratcliffe and Whitey O'Malley join the show! Find out what's REALLY happening at golf courses... and join the conversation by bringing YOUR questions! Set a reminder to watch on [YouTube](#) or [Facebook](#) so you'll know the moment we're LIVE!

SPOTLIGHT

What Does Golf Cost to Provide?

By Larry Hirsh, President, Golf Property Analysts

For several years we've been tracking the cost of golf course maintenance on a per round and per member basis. Last week, while on an assignment in California I ran across a course manager who shared with me his course's *total* cost per round, including not only golf course maintenance but also all the other operating costs like salaries for golf and food staff, building operating costs, real estate and other taxes, insurance, admin and other expenses typical of a golf or club operation. In the recent golf world of competitive pricing it often seems as though many clubs sell their product (a round of golf) for less than it costs to produce it out of fear for losing market share. Since we're all aware of the pressures of a competitive environment, this discussion will focus on how to calculate the cost to produce a round of golf, both at private and daily-fee facilities. While there is no applicable "rule of thumb" because each facility has a variety of differences, understanding the cost of producing the product (a round of golf) will clearly illustrate what fees need to be... [READ MORE >>](#)

Hire Me!

By Jay Karen, CEO, National Golf Course Owners Association

I understand there is a labor shortage in the service and hospitality industries across the United States, including many golf courses. While I don't think my idea will in any way solve the macro problem, I'd like to work at one of your courses for a couple of days. Every so often, I push the pause button at NGCOA HQ and spend a little time shadowing a course owner. I've done this with Tom Schwark at Sycamore Hills north of Detroit, MI, and with Cathy Harbin at Pine Ridge in Paris, TX. Being at the course – behind the scenes – keeps me grounded and intimately in touch with the business. We are out there battling the battles for you and the industry, and we are better at what we do, if we always stay in touch with your realities and challenges... [READ MORE >>](#)

FROM AROUND THE INDUSTRY

- [Family Tragedy for Ironwood GC's Director of Golf Inspires New Clothing Line](#) (Club + Resort Business)
- [How much does a golf course cost? An 18-hole course in Ohio just sold for \\$710K](#) (Golfweek)
- [PGA REACH Announces 2021 Class of Sixteen PGA WORKS Fellows](#) (PGA of America)
- [Golf Carts Are Parked, Walking Is In and, Yes, It's Exercise](#) (The New York Times)



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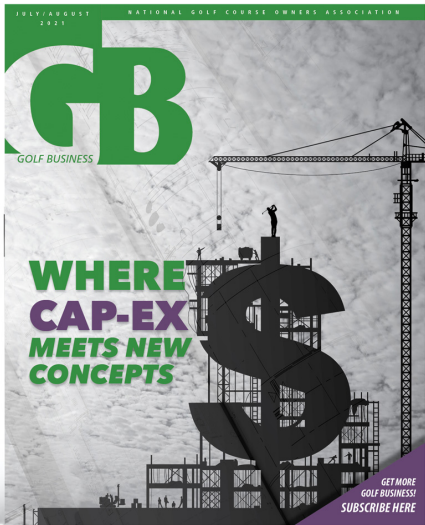


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GOLF BUSINESS MAGAZINE JULY/AUGUST 2021



Peninsula Golf & Racquet Club: Growing Fiscally Sustainable

Bob Barrett's illustrious career began in 1973 as an assistant PGA Professional at hometown Augusta National, and spans multi-course ownership and vice chairman status with Troon after selling his Honours Golf Management firm to the same private equity group that took over Troon in 2014... [READ MORE >>](#)

Sugarloaf Mountain: Creating a Year-Round Destination

Sugarloaf Golf Club, a course designed by Robert Trent Jones, Jr. which opened in 1985, hosts golfers throughout the season at Sugarloaf Mountain Resort, in Carrabassett Valley, Maine. During the remainder of the year, skiers seek the slopes. [READ MORE >>](#)

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