

O C T O B E R 6 , 2 0 2 1

SPOTLIGHT

7 Ways to Grow Green Fee and Cart Fee Revenue Today

By John Brown, CEO, Brown Golf Management

How would you optimize green fee and cart fee revenue on premium days? This is an actual interview question I ask head golf professionals and general managers whenever I'm looking to bring them in to operate one of my facilities if there's a daily fee component to the facility. I like to ask this question, and I think the answers are very telling about how the operator thinks. But I also think it gives the interviewee some information on my expectations of optimizing your premium days at our golf courses. So when I say optimize your premium days, I am really saying, how do you take a day that sells 100% of the tee time inventory that anybody could sell (simply because it's a beautiful day, it's at the right time of the year) and how do you maximize the profitability on that day and not just have a full tee sheet, make some money, and call it a day? ... [READ MORE >>](#)

The Politics of Municipal Golf

By Larry Hirsh, President, Golf Property Analysts

Municipal golf has many images. To some, the "muni" is a low cost, high value golf solution. To non-golfers the local muni is perceived (sometimes true) as a drain on public finances that serves a small portion of the community (the golfing population) and possibly more patrons from outside the town borders. The politics of municipal golf is often centered on whether the course is profitable or not, if and how much the municipality subsidizes it and what benefits the community and the non-golfing population receives. The question of whether the site could be put to a better use is often raised. There are often differing views of these issues... [READ MORE >>](#)

FROM AROUND THE INDUSTRY

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- [How the Pandemic Redefined Golf and Golfing \(Adweek\)](#)
- [Employer FAQs Regarding COVID-19 Vaccination and Testing Mandate for Federal Contractors and Large Employers \(with 100 or More Employees\) \(Foley & Lardner LLP\)](#)
- [Golf course turnaround played the long game \(North County Outlook | WA\)](#)

GOLF BUSINESS MAGAZINE SEPTEMBER/OCTOBER 2021

How Payne Stewart's Legacy Continues to Grow Golf (and Why You Should Care)

A quote from the late actress Carrie Fisher (you know her as Princess Leia from the movie "Star Wars"), goes something like this: "Take your broken heart, make it into art." Those who knew and loved Payne Stewart, the former PGA pro who died at age 42 in a plane crash in 1999, have a special appreciation for Fisher's words... [READ MORE >>](#)

Golf Course Real Estate Market: State of the Market

Since the start of the U.S. course development boom in the early 1980s, Florida perennially ranks No. 1 in the country for most facilities. Nearly 20 years later, Florida remains the top state with 970 at year-end 2020, approximately 15% more facilities compared with runner-up California (825)... [READ MORE >>](#)

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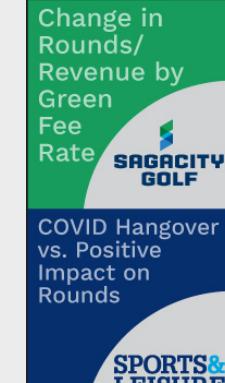
Education and resources to keep you informed of industry-related changes and challenges.



The NGCOA strives to provide guidance, interpretation and suggestions for action when it comes to industry related challenges.



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