

OCTOBER 13, 2021



SPECIAL GUEST  
**LOU STAGNER**  
GOLF DATA ANALYST  
ARGO'S GOLF DATA INSIGHTS LEAD  
CO-HOST, "BACK IT OUT GOLF" PODCAST

@LOUSTAGNER  
"GOLF STAT PRO"



**GolfBUSINESS LIVE**  
OCTOBER 13TH  
3PM ET

Powered by 

REMINDER: [Today is a Golf Business LIVE Wednesday!](#) Jay Karen and Don Rea, PGA cover the stories making waves across the golf industry and welcome Lou Stagner, one of the top golf data minds in our industry. Tune in for the latest trends and numbers when it comes to playability, 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!

OPINION

How Many are Too Many? Or... When is Enough, Enough?

By Harvey Silverman, Silverback Golf Marketing

Cooler days and dwindling daylight harken the decline of the golf season in most of the country. Sure, there are the squirrels frantically gathering the last nuts before the snow flies, and why you'd want to discount your rates to these people who just have to play is beyond me, but I digress. The fall season leads to winter and the "show season" in January. I expect the PGA Merchandise Show and the NGCOA Golf Business Conference to be as much celebration as business, grand gatherings of friends and colleagues separated for two years by a deadly (and ongoing) pandemic. So keep your vaccination card handy, and don't throw away your masks – we'll all need them for some time to come. But I digress again. Since my early years at EZLinks, I've marked November 1 through March 1 as golf's "selling season," especially for technology... [READ MORE >>](#)

SPOTLIGHT

Nonprofits Find Nearly 4 Billion Reasons to Like Golf Courses

By Doug McPherson, Contributor, Golf Business

Practically any golfer can share at least a few reasons why he or she likes the sport. But it turns out, even a category of nongolfers have found golf to be quite worthwhile: nonprofits. "Golf's impact on the nonprofit sector is nothing short of impressive," said Logan Foote, education and development manager at GolfStatus, a golf technology company in Lincoln, Nebraska. "Golf contributes nearly \$4 billion annually to charities each year." We Are Golf, a coalition of organizations that advocates for the sport, backs what Foote says and reports that nearly 12 million people participate annually in 143,000 events at 12,700 facilities... [READ MORE >>](#)

FROM AROUND THE INDUSTRY

- [Golf Business LIVE returns today at 3pm ET, welcomes special guest Lou Stagner \("Golf Stat Pro" on Twitter\) to dive into notable data across golf's landscape!](#) (NGCOA)
- [USGA, R&A announce Model Local Rule to reduce the maximum club length to 46 inches](#) (Golfweek)
- [Jason Straka, ASGCA, elected president of American Society of Golf Course Architects](#) (ASGCA)
- [First-ever "Lead Golf Together" Summit hosted by National Golf Course Owners Association addresses lack of diversity in golf's executive ranks](#) (African American Golfer's Digest)

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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Change in Rounds/Revenue by Green Fee Rate



August 2021 Weather Impact Report



COVID Hangover vs. Positive Impact on Rounds



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