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REMINDER: [Today is a Golf Business LIVE Wednesday!](#) We're diving into digital communities (and currency) as the founders of LinksDAO join Jay Karen and Don Rea, PGA at 3pm ET! LinksDAO is a crypto-based club that has opened a lot of eyes around the golf industry. So, what is their vision and how will this shape future golf course memberships and transactions? 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

### Master Planning at Your Club – A Market-Based Approach

By Larry Hirsh, President, Golf Property Analysts

With recent surges in membership and increased revenues, many clubs are considering, developing or implementing master plans for their future. This is a good thing. Prior to the COVID surge in golf participation and club membership, lots of clubs neglected any reinvestment in enhancing facilities and worse yet, allowed deferred maintenance to go uncorrected for extended periods. Over time, the wish lists have grown and as the next generation populates the club, it includes many items not always best for the club. While not advocating a policy of stagnation, clubs need to consider not only their desires but also immediate *needs* and the overall economic impact of master planning. At most clubs, there are factions who ask only about the cost of plan components and others who don't care about cost. It's critical to know not only how much a particular improvement will cost, but also how much revenue it might generate and its impact on operational expenses. It's one thing to be able to afford the capital expenditure. It's another to understand its long term impact on the club... [READ MORE >>](#)

## SPOTLIGHT

### Remaining "Nimble and Adaptive": Omni Mount Washington Resort

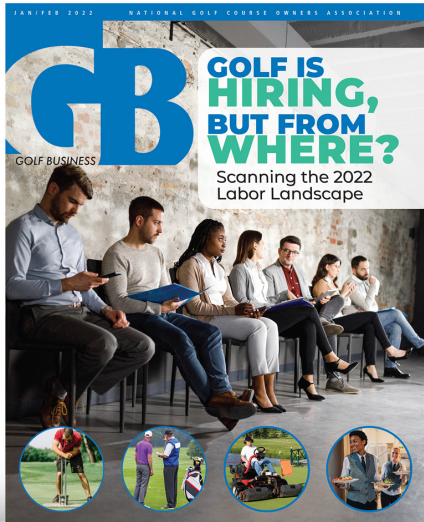
By Sally J. Sportsman, Contributor, Golf Business

Except for three months at the start of the pandemic, Omni Mount Washington Resort, in Bretton Woods, New Hampshire, has been open year-round. After re-opening, the venue, newly expanded and enhanced, has experienced continued growth. "Both golf and skiing are fantastic socially-distant sports," said Josh Debottis, general manager of the resort. This double dividend is but one element that keeps the highly-rated destination busy throughout the seasons... [READ MORE >>](#)

## FROM AROUND THE INDUSTRY

- >> [PGA of America Announces 2022-'23 PGA LEAD Class](#) (PGA of America)
- >> [More good golf news: Course closings continue to decline, slowing a 15-year trend](#) (Golfweek)
- >> [Madison golf course receiving a world-class redesign](#) (NBC15 | Wisc.)
- >> [Streamsong is adding a fourth course. Here's why it will be different from the rest.](#) (Golf.com)

## GOLF BUSINESS MAGAZINE JANUARY/FEBRUARY 2022



### Easing Labor Pains

You don't have to look very hard or very far these days to see how McDonald's, Walmart and other mammoth-sized employers recruit frontline employees. They simply roll up their sleeves, flex their money muscle and use the words signing bonus or flash a high hourly wage... [READ MORE >>](#)

### Landscaping A New Hiring Approach

The explosion of interest in golf during the pandemic has been well-documented. According to the National Golf Foundation, the industry has seen double-digit growth in number of players and rounds played, a welcome silver lining to a period that has otherwise been a dark cloud of epic proportions... [READ MORE >>](#)



Think you know what it takes to own a golf course? Know anyone aspiring to purchase their own club? [Click here](#) to access NGCOA's new guide *So, You Want to Own a Golf Course?*



The Golf Business Podcast brings you informative content to help your golf course business thrive.



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