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## OPINION

### They Tried to Pave Paradise and Put Up a Parking Lot. And Golf Won

*By Harvey Silverman, Golf Business Contributor*

Bop bop bop bop... Okay, now that I have Joni Mitchell's classic song stuck in your head, the following story tells you why she must have been singing about golf courses. Duarte, CA, is a small city of just over 21,000 souls located along U.S. Route 66, east of Pasadena. It's best known for the City of Hope National Medical Center, a recognized leader in fighting cancer and other catastrophic diseases. The Rancho Duarte Golf Course is a nine-holer built atop a 32-acre, 40-foot deep former landfill surrounded by 122 homes. It is not a municipally-owned facility but instead has an owner in China the city considers "absentee." As a result, the golf course has suffered from neglect. The absentee owner, Americasia Investment, which paid \$3.3 million for the property in 2013, has only done the bare minimum to maintain the course and has had it for sale for eight years. Now, it wants to cash out, and it found a buyer... [READ MORE >>](#)

## SPOTLIGHT

### Oregon Legislators Offer Golf Up For Development

*By Ronnie Miles, Sr. Director of Advocacy, National Golf Course Owners Association (NGCOA)*



Occasionally, I share with our readers issues being brought to our attention that impact our industry. Unfortunately, not all are favorable. For example, I recently received an email from our affiliate office in Oregon, informing us that some of their state legislators have recommended golf courses for commercial development over farmlands. Fortunately, this story is not about golf versus farmers. First, on April 6th, the Governor signed a bill ([SB0004](#)), establishing the Semiconductor Manufacturing Opportunity Fund, to be administered by the Oregon Business Development Department. The bill also granted the Governor the authority to designate certain lands to be included in their urban growth boundaries for specific industrial use... [READ MORE >>](#)

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#### **FROM AROUND THE INDUSTRY**

>> [Inside National Golf Day 2023 Get a preview of planned events around golf industry events on Capitol Hill May 8-10](#) (GCM)

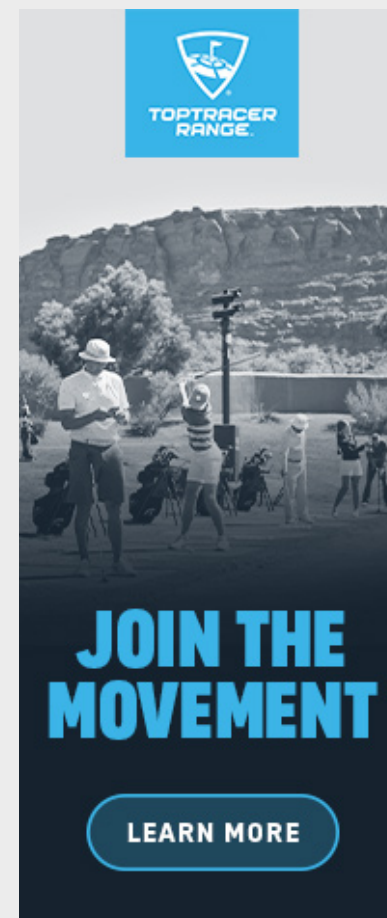
>> [Tom Doak, Pinehurst Resort Release Must-see 10th Course Update Video](#) (The Golf Wire)

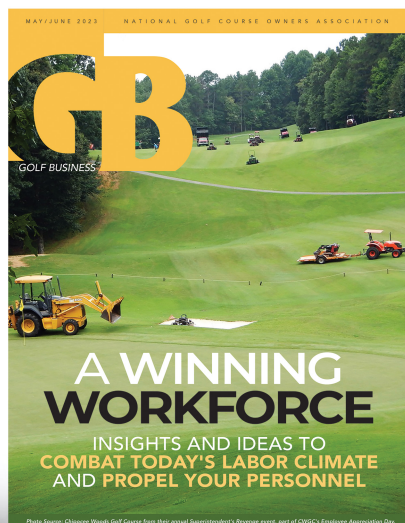
>> [How Wearable Technology is Changing the Way We Train for Golf](#) (Techspective.net)

>> [Sports Technology Market to be Worth \\$55.14 Billion by 2030: Grand View Research, Inc.](#) (Yahoo Finance)

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#### **FROM GOLF BUSINESS MAGAZINE MAY/JUNE 2023**





## Members First

Happy Spring! There's an energy buzzing across the country that I sense as I make my weekly phone calls to NGCOA Members and key industry leaders. For those lying outside the sunbelt states, the energy reflects the ramping up of operations after what has felt like a long and arduous winter for some... [READ MORE >>](#)

## Apprentice to Owner - Cory Etter has gone from assistant golf pro to East Alabama multi-course guru

ANNISTON, ALABAMA | It started as an almost off-handed question, half joking, but with just enough seriousness thrown in. For a decade Cory Etter had been running Pine Hill Golf Course, a semi-private club in Anniston, Alabama, for an absentee owner... [READ MORE >>](#)



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



The NGCOA partners and participates with industry experts to provide members with timely, business-critical reports, studies and other research content.

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