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OPINION

Bushwood's Gopher is Alive and Well: The Rodent Showed Up in a GolfNow Ad

By Harvey Silverman, Contributor, Golf Business | Silverback Golf Marketing

And here we thought Carl Spackler did his job and rid Bushwood Country Club of his nemesis, a pesky turf destroyer. Some of his methods might have been inhumane, but the gopher, or a relative thereof, has survived and seemingly thriving now as GolfNow's new spokesrodent seen on ads running during the U.S. Open. You can see the Golf Gopher [here](#). GolfNow's new ad campaign aims at the millions of new golfers that joined the game since 2020. It's cutesy, an animated cartoon character that calls itself a "golpher." That likely took weeks of research and committee meetings to arrive at that moniker. But the ad represents an aggressive, likely formidable multi-million-dollar campaign to capture the hearts and dollars of people looking for a place to play and haven't learned how to save GolfNow's transaction fees for beer by reserving tee times online directly with their course of choice. This is where you come in... [READ MORE >>](#)

SPOTLIGHT

Golf & Club Property Assessment Issues in 2023

By Larry Hirsh, Golf Property Analysts



While I've often written about golf and club property assessment issues in this space, it's important to stay up to date as the market evolves and the relevant issues change for values and their resulting ad-valorem tax assessments. The past 3+ years have seen a very fluid evolution the golf business. During the first and second quarters of 2020, COVID actually closed golf courses in many states and had all of us wondering if the golf business could get any tougher... [READ MORE >>](#)

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- >> [Golf tech brand Shot Scope raising capital to target US expansion](#) (Insider)
- >> [Lozano Golf Course undergoes \\$4M makeover, hopes to bring night golf to the Coastal Bend](#) (3news)

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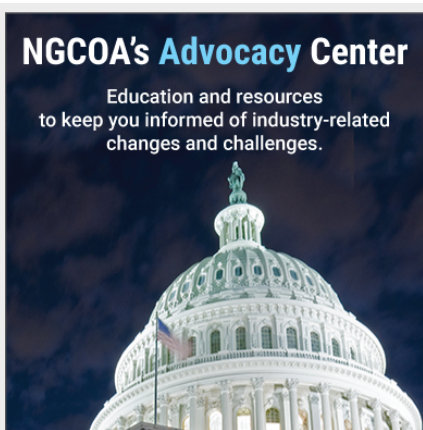


New Investments and New Ideas for Golf, Going Forward

A company or industry performing poorly over a string of fiscal quarters or even years will need to hit the reset button and brainstorm energetically. Then again, a highly satisfying multi-year hot streak—such as golf has enjoyed—also can trigger strategic plans and forecasts with around-the-corner innovation as their theme... [READ MORE >>](#)

A Mountainside Makeover: New-Look Springdale Shines in Appalachia

One of the early 20th-century novels by writer/playwright Thomas Wolfe is titled, “You Can’t Go Home Again.” Apparently, course owner Lex West and his family did not heed this aphorism associated with North Carolina’s noted native son... [READ MORE >>](#)



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