

SEPTEMBER 14, 2022

SPOTLIGHT

Off Course: Non-Golf Revenue Opportunities Are Heating Up For Courses In The Northern Climate

By Doug McPherson, Contributor, Golf Business

Back in 2020, Allison George, owner of Toad Valley Golf Course, in Iowa, began exploring how she could boost her non-golf revenues and stay open year around – not an easy proposition considering Iowa’s bone-chilling winters. And then she found what she calls “hands down the greatest improvement” she’s done in her 20 years at her facility for year-round revenue. It was a bold move: She got rid of her pro shop and put in two golf simulators. The cost? \$200,000. It turned out to be a healthy investment. Her two simulators bring in about \$300,000 annually. “I made more money in three months [with the simulators] than I did in three years with my pro shop,” George says. As great as that sounds, George is quick to add that when it comes to generating non-golf revenue, “It isn’t just one thing.” It appears she knows what she’s talking about... [READ MORE >>](#)



GGP/Biz Featured
Article of the Month

Golf4Her Grows In A Niche Market

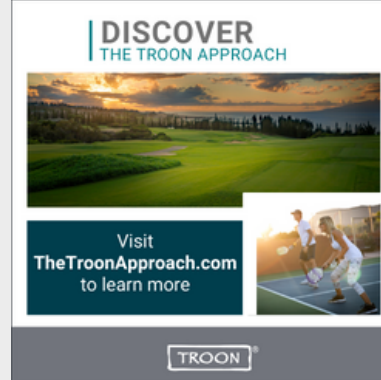
By Steve Eubanks, via Global Golf Post Biz

Marina Alex, who won for the second time in her career earlier this year at the new Palos Verdes Championship, wears



it. There are a few others – players whose careers have yet to take off. The original cadre of tour players representing Golf4Her included Tiffany Joh, who is now the assistant women's golf coach at the University of Southern California, and Jane Park, whose journey with her brain-damaged daughter, Grace Godfrey, remains a focus of the company and the LPGA. But even with the exposure that comes from a tour win, a lot of people are still asking: What is Golf4Her? The short answer is, Golf4Her is an interactive retail website like Amazon that specializes in women's golf clothing and accessories. If that sounds like a niche business, it is. It was always meant to be... [READ MORE >>](#)

Global Golf Post is a new NGCOA Smart Buy Marketplace partner. [Click here](#) to learn more and start saving on an annual subscription!



FROM AROUND THE INDUSTRY

- >> [Golf Cart Market Size to Worth Around USD 2.55 Billion by 2028](#) (Globe News Wire)
- >> [Woburn Embrace Biofuels in a Bid to Eliminate the Use of Diesel](#) (Golf Business Technology)
- >> [Hiawatha Golf Course's Controversial Redevelopment Plan Approved](#) (CBS)
- >> [Toptracer Signs Rick Shiels as Brand Ambassador](#) (Golf Business News)

GOLF BUSINESS MAGAZINE SEPTEMBER/OCTOBER 2022



Budgeting for 2023? Consider This: | By Jay Karen, NGCOA CEO

It's budget time! Here are some things to think about. For many course owners and operators reading this, you likely start your fiscal year on January 1. By the time you read this – and you are reading this, RIGHT? – you could be starting, or you could be midway through, the budget process for 2023. Based on what's happening in our society, industry and greater economy... [READ MORE >>](#)

Coaching Golfers While They're On The Course

Back in 2008 when Will Robins began teaching golf, he did something unusual. Instead of loading students with tons of tips on the driving range, he took a foursome on the course for nine holes. Robins then watched each player's game, developed a specific improvement plan for each one and then taught them how to practice... [READ MORE >>](#)



Access the Golf Business Pulse report for a view into the changing industry of golf operations and the latest trends and insights for optimizing your business.

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.

Share Golf Business WEEKLY with a Friend!

Do you know someone who should be reading Golf Business WEEKLY? We encourage you to forward this email to your colleagues and peers so they can enjoy the latest business-to-business news about the golf industry. **CLICK HERE** to subscribe.

The views and opinions featured in Golf Business WEEKLY are those of the authors and do not necessarily reflect the position of the NGCOA.

GOLF BUSINESS MAGAZINE

291 Seven Farms Drive, 2nd Floor | Charleston, SC 29492 | 800 933-4262



This email was sent by Golf Business. To unsubscribe and/or manage your email preferences, please [click here](#).
Resident of Canada or the European Union? [Click here](#) to give us your consent to continue communicating with you.