

JANUARY 4, 2023

OPINION

Dear 2023...

By Michael Williams, Contributor, Golf Business

Dear 2023: First, Happy New *You!* I hope that you arrived safely and are all settled in. The last two tenants were pretty ok, not nearly as challenging as the one that preceded them. But the best relationships are based on honesty and open communication, so I think it's best that I get my hopes and expectations for the year out in the open right from the beginning. Here's my shortlist: **Keep 'em coming.** Since the second half of 2020, the golf industry has seen a wave of new and returning golfers that was an unexpected but welcome by-product of a devastating pandemic. Golf course operators performed brilliantly to provide an affordable, accessible, and safe way to entertain themselves. As the venues that compete for families' time and money begin to open in full, I'm counting on you to provide as much fair weather and economic recovery as you can muster to help ensure that the wave of golfers doesn't return to the sea... [READ MORE >>](#)



SPOTLIGHT

'OP9': A New Public-Private Effort Revives an Old Course for Children

By Tom Bailey, Guest Contributor, Golf Business

On a beautiful October Thursday in Memphis, two 15-year-old boys arrived at Overton Park 9 (OP9) a half-hour early for

DISCOVER
THE TROON APPROACH



Visit
TheTroonApproach.com
to learn more

TROON®

their 3:50 p.m. tee time. “We’re here because it’s free,” Grayson West said of the new public-private project that redesigned, rebuilt and rebranded the previously-named Links at Overton Park.... “And it’s a really cool thing just to do after school to hang out with your friends and play some golf.” Waiting for two other buddies to arrive, Grayson and his Crosstown High schoolmate, Jonah Leslie, sat under a massive oak that shaded their picnic table near the new practice green. That tree is likely older than even the venerable, 116-year-old course. The diminutive track – 2,200 yards – has nurtured generations of fledgling golfers like Grayson and Jonah over the decades... [READ MORE >>](#)

FROM AROUND THE INDUSTRY

>> [The 6 best values our staff found in the golf world in 2022](#)
(Golf.com)

>> [Dishing Out Awards for Best Renovations, Restorations and New Golf Courses From 2022](#) (Sports Illustrated)

>> [New Year Could Be Groundbreaking for Revitalized Golf Course in Acme Township](#) (9and10news)

>> [Black-owned Greenwood Golf balls now available through Walmart.com](#) (Firstcallgolf)

SPEND MORE TIME ON
THE COURSE AND
LESS ON THE CHARGER.



AE
PERFORMANCE LITHIUM

OUR LITHIUM-ION-POWERED
GOLF CAR BOASTS 105 AMP
HOURS ON A SINGLE CHARGE.

 **YAMAHA**
Revs Your Heart



DRIVE YOUR FUTURE SUCCESS

When you need to hire new leadership, trust the leading name in golf. Powered by the PGA, ExecuSearch is the leading professional resource for employers looking for their next leader in the golf and hospitality industry.



▶ pgaexecusearch.com ExecuSearch
POWERED BY PGA

FROM GOLF BUSINESS MAGAZINE NOVEMBER/DECEMBER 2022

Golf Course Real Estate Investor Interest Remains Strong

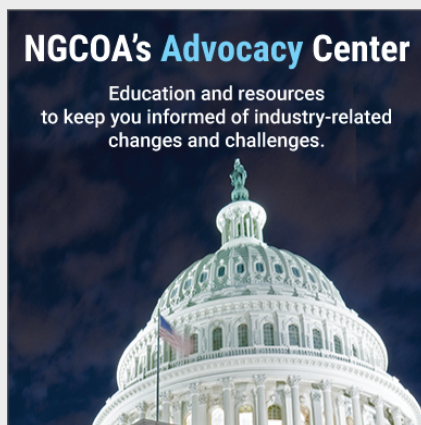
In the most recent “U.S. Golf Economy Report” commissioned and released by the World Golf Foundation, in 2016, there were 3,272 golf facilities in America that featured some form of residential development. With 14,033 overall golf facilities at year-end 2021, according to the NGF, golf course communities compose close to one-fourth... [READ MORE >>](#)

Reinventing Charity Events - How to Add New Life (and Revenues) to Fundraisers

Chances are good – really good – that when the topic is charity golf events, you’ll be talking about the traditional four-person scramble that lasts six hours and includes



box lunches and awards. “Over 98% of the nearly 300,000 charity golf events follow this format,” says Paul Courter, chief operating officer... [READ MORE >>](#)



The NGCOA strives to provide guidance, interpretation and suggestions for action when it comes to industry related challenges.



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
CONFERENCE 2023**

ORLANDO • JANUARY 23-25

REGISTER NOW

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.