

NOVEMBER 9, 2022

## 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 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. The old course carries a well-earned reputation as an incubator of Memphis golfers. In fact, many of the middle-aged and senior golfers who harbor fond memories of learning the game at OP9 whipped out their checkbooks when asked to contribute to the make-over. About \$4 million has been privately raised in the public-private effort to renew Memphis’s first public golf course... [READ MORE >>](#)

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## Post-Pandemic Golf Industry Looks To Stay The Course

By John Krzynowek, via Global Golf Post Biz

After not just surviving but thriving during the COVID-19 outbreak in 2020 and 2021, many golf-industry leaders were rightly concerned over how the game and the business would fare as life in America left the pandemic behind and moved forward. Just as the world was heading back toward normal, with COVID concerns receding and massive disruptions in the worldwide golf supply chain starting to sort themselves out, a war broke out in Ukraine, fuel prices skyrocketed, inflation exploded, central banks jacked up interest rates, the stock market cratered and consumer sentiment about the economy tumbled. Suddenly, we weren't just dealing with the results of a pandemic but rather the world was hit with multiple economic and political body blows that threatened to derail the worldwide post-pandemic recovery. However, what does the data really show about how golf is doing?... [READ MORE >>](#)

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- >> [USGA, R&A Release Revisions to the Rules of Golf for 2023](#) (USGA)
- >> [Grass or No Grass: Golfers off the Course Catching Up With Traditional Players is a Good Thing for Sport](#) (Desert Sun)
- >> [Ken Morton Sr. is Recipient of National Golf Foundation's 2022 Graffis Award](#) (The Golf Wire)

### GOLF BUSINESS MAGAZINE NOVEMBER/DECEMBER 2022

**Much to Celebrate – and Monitor – as we Close the Book**



on 2022

Here we are, nearing the end of 2022. I'm going to use my column inches this issue to highlight what I feel are some of the more promising developments in our industry from the past year, as well as things that concern me. Here's what excites me... [READ MORE >>](#)

### Golf as Therapy

Why has a golf pro donated hundreds of hours for nearly 12 years – using the sport to help kids who are facing massive medical issues? Kevin Corn calls that a “challenging question,” but he’s loved every minute of it... [READ MORE >>](#)



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