

NOVEMBER 16, 2022

## OPINION

### What If Golf Goes The Other Way – Technology Brings a Wave of Alternative Formats

*By Harvey Silverman, Contributor, Golf Business*

Where have over five million rounds of golf been played with over 500 million shots in the last year? A development tour? Nope. Junior golf in a major market? Nope. The Villages? Well, maybe, but nope again. The numbers are attributed to Golf+, the biggest-selling golf app in the Virtual Reality world. That's where you put on a headset and transport yourself to a virtual golf course, where you swing a virtual club to hit virtual balls. It's golf in your living room. Watch out for that lamp with your backswing. I subscribe to several golf publications and newsletters that fill my inbox daily and periodically. I focus on the musings of my former colleagues at Pellucid and the NGF's "Fortnight." Others I peruse looking for story ideas, like GolfWRX, Geoff Shackelford (a particular favorite), The Golf Wire, Global Golf Post, and MyGolfSpy, which quoted the Golf+ numbers. I have little interest in the latest equipment ratings or pro tour quibbles unless something relates directly to the business of golf – the golf facility side of the industry. However, the confluence of two entries form my Ohio River opinion about how golf will grow... [READ MORE >>](#)

## SPOTLIGHT



# Meaning Behind a Makeover: How One Public Course's Renovation Can be Felt Well Beyond the Fairways

By Erik Larsen | Founder & Owner, Larsen Golf

I had the privilege of working at the elbow of my hero, Arnold Palmer, for nearly 30 years at the Arnold Palmer Design Company. Every day, Arnold expelled some architectural wisdom which is always in the back of my head today as I plan a golf community or design a course. "We are spending someone else's money when we build this course. Let's do our job with integrity. Build it well," Arnold would say. When there was a water feature near a green, Arnold always emphasized making it come into play: "Put the green right on the water, Erik." These are only a couple of "Arnoldisms" which helped formulate my tenants of building golf courses: 1. Proper function (unseen infrastructure such as drainage); 2. Interesting form (beauty, intrigue, strategy); and 3. Deliver the fun (memorable experience). Two recent Larsen Golf projects near Jacksonville have embodied these qualities, emphasizing keeping up your house and adding some pizzazz at a time when the National Golf Foundation estimates that 80% of course work nationally in the past five years has been renovations with a total investment of more than \$9 billion... [READ MORE >>](#)

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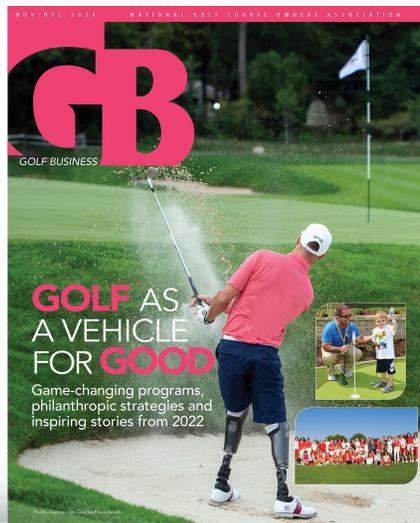
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- >> [MullyBox Is Disrupting the Golf Retail Industry at An Unprecedented Rate](#) (Cision)
- >> [On Course Foundation provides a solution for staffing](#) (GCI)
- >> [Rising Number of Golf Courses across the World Driving Sales of Push Pull Golf Carts](#) (Yahoo)

## GOLF BUSINESS MAGAZINE NOVEMBER/DECEMBER 2022

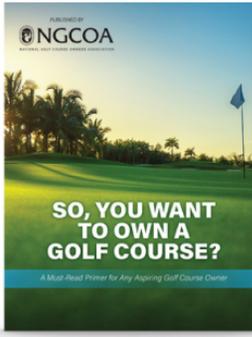
**An Appeal Worth Watching: NGCOA Takes You Inside the Courtroom**



Many of you may have read about the golf course that lost a \$5M legal decision to homeowners claiming damages from errant golf balls. The NGCOA Advocacy department has been working with Indian Pond Country Club, a private golf club in Massachusetts that a homeowner recently sued... [READ MORE >>](#)

**Club Steps Up In Time Of Desperate Need**

Like a lot of member-owned clubs, the 36-hole TwinEagles Club, in North Naples, Florida, quietly raises funds every year for its hourly employees, especially during the Thanksgiving and Christmas seasons. Through a program called TwinEagles Cares... [READ MORE >>](#)

<p><b>Hot Off The Press!</b></p> <p>NGCOA's <b>So, You Want to Own a Golf Course?</b> A Must-Read Primer for Any Aspiring Golf Course Owner</p> <p><b>Download today!</b></p> 	 <p><b>Golf BUSINESS™</b> PODCAST</p> <p>Listen to, subscribe to, or download all the Golf Business Podcast episodes</p> <p>Get it on <b>iTunes Store</b>   <b>SOUNDCLOUD</b></p> <p>Listen now! ngcoa.org/podcast</p>	<table border="1"> <tr> <td data-bbox="1310 630 1507 841"> <p>DMA Market Comparison for September 2022</p> <p><b>SAGACITY GOLF</b></p> </td> <td data-bbox="1520 630 1709 841"> <p>Sept. 2022   Weather Impact Report</p> <p><b>Pellucid corp</b></p> </td> </tr> <tr> <td data-bbox="1310 850 1507 1040"> <p>July 2022   Covid's Golf Surge + Facility Pricing Study</p> <p><b>SPORTS &amp; LEISURE RESEARCH GROUP</b></p> </td> <td data-bbox="1520 850 1709 1040"> <p>Now Available in <b>NGCOA's Research Center</b></p> </td> </tr> </table>	<p>DMA Market Comparison for September 2022</p> <p><b>SAGACITY GOLF</b></p>	<p>Sept. 2022   Weather Impact Report</p> <p><b>Pellucid corp</b></p>	<p>July 2022   Covid's Golf Surge + Facility Pricing Study</p> <p><b>SPORTS &amp; LEISURE RESEARCH GROUP</b></p>	<p>Now Available in <b>NGCOA's Research Center</b></p>
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The Golf Business Podcast brings you informative content to help your golf course business thrive.

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