

J U N E 2 2 , 2 0 2 2

SPOTLIGHT

Advancing Collaboration

As seen in ASGCA's 'By Design'

The extent to which golf course architects work together, and with others in the industry, has evolved and had a positive effect on facilities, the industry and the game. We asked some of ASGCA's longer-serving members for their reflections on how cooperation in golf has developed. Collaborations are now increasingly commonplace. From Balmain x Beyoncé to Bill Coore and Ben Crenshaw, good partnerships can yield success in all spheres of life. While golf course architecture has a long history of famous 'collabs' – Robertson and Morris, Jones and MacKenzie, Thompson and Trent Jones, to name just a few – attitudes towards working together have evolved quite significantly over recent decades... [READ MORE >>](#)

Transparency and the “3 C’s” at Private Clubs

By Larry Hirsh, President, Golf Property Analysts

Among the most common complaints of members at private clubs is a lack of transparency. Not surprisingly, at investor-owned clubs that are operated for profit, the management dynamics and governance vary from that found at member-owned clubs, typically run by member boards. At investor-owned, for-profit clubs, operations are designed to maximize financial return to the investor. Sometimes, the interests of members seeking value for their recreational dollar and the required return of investment don't match up and the club



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suffers, either from dissatisfied members, unsatisfactory returns, or both... [READ MORE >>](#)

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- >> [Raymond Floyd to reimagine bunkerless Raptor Bay in Florida as new Saltleaf Golf Preserve](#) (GWK)
- >> [Golf courses in Southern California using recycled water to keep grass green](#) (cbsnews)
- >> [Metro Parks address the staffing issues at golf courses](#) (fox17)

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Golf Events: A Win for Tourism

Golf tourism. What does that mean? How is it measured? It is generally accepted that this individual or group would play at least one round of golf and one overnight stay away from their residence. According to the National Golf Foundation, in 2017, there were in total 8.2 million golfers who fit this profile... [READ MORE >>](#)

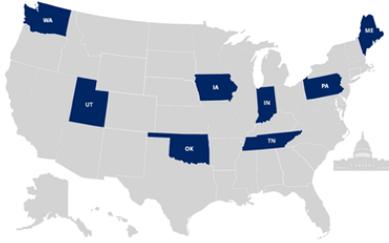
Growing a Game One Foot at a Time

We read stories all the time about startup concepts and companies attracting millions of dollars of venture capital and launching in ways inconceivable decades ago when startups were funded by raiding the savings accounts of Grandma and Grandpa, other family members and friends... [READ MORE >>](#)

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