

AUGUST 3, 2022

SPOTLIGHT

A Fresh Look – Is Now the Time to Sell?

By Larry Hirsh, President, Golf Property Analysts

Back in January, I raised the same question. Six months later, the world has experienced some changes. The war in Ukraine has inflated gas prices and impacted the supply chain for all products and the COVID pandemic has made travel more challenging as staffing shortages not yet replenished has yielded a need for pilots, baggage handlers and more. Golf courses and clubs are also experiencing staffing challenges both inside and out on the course. Now, as then, it's about treating the patient, not the disease and each client's goals and objectives are different. All sellers want to maximize price, but in some cases there are factors which may prioritize other considerations... [READ MORE >>](#)

A Divide-and-Conquer Approach to 'Grow the Game'

By David Gould, Contributor, Golf Business

Web-search "grow the game" and you'll find a dozen sports that use it to promote participation and—fingers crossed—increase business revenues. Hearing those three words, people in the golf business usually expect they'll be asked to volunteer time, money or brainpower to this or that campaign. In the 80-odd years since golf started behaving like an organized industry with shared needs and goals, do-your-part appeals have been commonplace. The more time you spend in



THE PERFECT MATCH

AC 

THE ONLY LITHIUM-ION-POWERED GOLF CAR WITH INDEPENDENT REAR SUSPENSION.

YAMAHA
Rings Your Heart

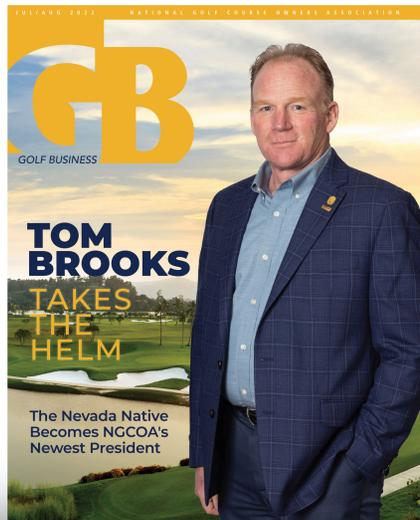
The advertisement features a white Yamaha AC lithium-ion-powered golf car on a green golf course under a blue sky. The car is shown from a three-quarter front view. The text "THE PERFECT MATCH" is prominently displayed at the top in large, white, sans-serif font. Below the car, the "AC" logo is visible, followed by the text "THE ONLY LITHIUM-ION-POWERED GOLF CAR WITH INDEPENDENT REAR SUSPENSION." in white, all-caps font. At the bottom, the Yamaha logo and the slogan "Rings Your Heart" are displayed in red and white.

this business, the more programs and slogans you're asked to support... [READ MORE >>](#)

FROM AROUND THE INDUSTRY

- >> [PGA Tour releases 2022-23 schedule, including major changes to the FedEx Cup](#) (Golf Diges)
- >> [46th Junior PGA Championships Begin Tuesday at Cog Hill Golf & Country Club](#) (PGA)
- >> [Nonprofits host adaptive golf camp in Myrtle Beach area for children of all abilities](#) (WMBF)
- >> [First Tee Northern Nevada officially gains ownership of Wildcreek Golf Course](#) (NSN)

FROM GOLF BUSINESS MAGAZINE JULY/AUGUST 2022



Minding Millennials: Younger Players are Loving Golf

Just two days after getting this assignment to write on millennials' love of golf, I got this text from my son, Connor, who is 25: I just shot a 79 at Heather Ridge Golf Course. It was a goal to shoot under 80 once in my life and I did it... [READ MORE >>](#)

Internship Programs Provide Partial Solution To Labor Problem

Summer help is one thing. Internships with bright, motivated college students who might want to pursue a career in the golf industry are something else entirely. In an era when good help is harder to find than ever, establishing an internship program... [READ MORE >>](#)

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New to NGCOA's Advocacy Center, our interactive map keeps you updated in real-time on local and national legislation critical to your golf 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.

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