

Let's Set the Stage

- ❖ Total number of golf courses in the U.S. was 16,052 in 2005 with the number dropping to the current 15,275 number
- ❖ Approx. 11,775 open to the public & 3,500 private
- ❖ Of these courses 10-15% (conservatively) are in serious financial trouble
- ❖ Number of Americans playing golf has dropped from a high of 30 million in 2005 to approx. 24 million today
- ❖ Many of these troubled facilities are turning to 3rd party management, with many of the private clubs opening to the public
- ❖ Denim is still not allowed at 60% of the private clubs in the country
- ❖ Cargo shorts are not allowed at 45 % of the private clubs & 16% do not allow cell phones
- ❖ 30% of private clubs are still restrictive to women
- ❖ 60% of private clubs limit tee times for kids
- ❖ 69% of private clubs ban the rally cap (Hat backwards)

Let's Set the Stage, Cont.

- ❖ 65% of private clubs raised dues by 2% or more this year
- ❖ 47% of private clubs fund cap x through a capital dues assessment
- ❖ Median Capital Investment at a private club in 2014 was 7% of gross revenue
- ❖ 70% of private clubs had a net F&B loss in 2014
- ❖ Median Healthcare Expense is 6% of total club payroll
- ❖ 60% of private clubs experienced growth in Junior memberships last year
- ❖ 74% of ALL GOLFERS felt pace of play was very important to enjoyment more important than price
- ❖ If you don't know all of the information about the demographic that lives within 15 minutes of your facility you have no chance