



Michigan Golf Course Owners Association

“The voice of Michigan golf business”

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Our Mission

- To promote and preserve the best interest of the Michigan golf industry
- We are a fellowship of owners and operators sharing ideas to improve profitability and stay ahead of changes affecting the golf industry
- Growing the game is key to everyone's success

MGCOA

- The golf economy begins with golf facilities and other core industries
- 850 courses! Golf is more than a recreational pastime for Michigan
- Michigan ranks 1st in the nation in number of public golf courses
- The continued health of the industry has a direct bearing on our state

Impact on Michigan's Economy

- \$300 MILLION is spent each year on trips away from home
- One third of all rounds played utilize overnight facilities and other services
- Lodging, meals, gas, transportation, clothing , equipment and other activities generate over \$600 million
- TOTAL JOB IMPACT: ALMOST 60,000

The Front Nine

- 1 Environmental Stewardship & Habitat Preservation**
Best management practices are key for fertilization, storage and usage & application of chemicals and fuels. Only 50% of a typical golf course's acreage is managed turfgrass. 
- 2 Employment Opportunities**
In addition to the obvious, golf courses employ individuals in sales and marketing, food and beverage, youth, seniors and students. 
- 3 Recreation and Health**
18% of all Michiganders play golf. Golf provides youth and senior programs and leagues. Over 80% of Michigan's high schools have a golf team. 
- 4 Championship and Competitive Golf**
Golf provides a field of opportunities for competition both professional and amateur. Michigan continues to attract major national event that have great economic impact generated by the major USGA, PGA Tour, and PGA of America. 2011 marks the 100th anniversary of the state's most prestigious amateur competition, the Michigan Amateur. 
- 5 Legislative Action**
Founded by the Club Managers Association, Golf Course Superintendents Association, National Golf Course Owners Association, The PGA of America, and the World Golf Foundation, the goal of WEAREGOLF is to get members of Congress to understand golf's contributions to across the country when they're developing and advancing legislation – just as all small businesses want. Michigan Golf Alliance carries on this initiative on a statewide basis. 
- 6 Technology Development**
Golf is a leader in the use of technology to create reservation systems, social networking, leagues, POS, handicapping and the application of GPS technology. 
- 7 Youth Focus**
Family comes first on the course with our emphasis on family time, kids' camps, Kids on Course, the First Tee, and Take Your Daughter to the Course programs. 
- 8 Charity**
No other industry does more for charity. Golf courses donate thousands of rounds to support local, state and national initiatives including Patriot Golf Day. They host golf for the food bank, Special Olympics and so many worthy charities. 
- 9 Tourism and Hospitality**
Without a doubt the PURE Michigan campaign is the most successful ROI program our state has. Michigan has numerous resorts and destination golf courses that are key to driving tourism to the state. 

\$4.2 billion
economic impact
proves golf is a
dynamic and
successful
business in our
state.

Golf Industry Scorecard

- \$1.4 Billion: Golf's contribution to wage income
- \$118 Million: Charitable impact of golf
- 58,000: Jobs generated by golf
- \$1.2 Billion: Golf facilities generate in total revenue, more than ALL other sports in the state, combined
- 28,000: Acres of forest/wetlands providing wildlife habitats for local communities on golf courses in Michigan
- 2,350: Calories burned walking an 18-hole golf course

Michigan Golf League Championship

Growth the Game initiative



PURE MICHIGAN®
Your trip begins at michigan.org

“What better way to grow the game than to give a reason for your customers to come back week after week, and bring their friends!”

MGCOA received National Golf Course Owners Association award for Player Development Leadership

It's all about relationships:



“It doesn’t matter what we do,
it matters WHY we do it”

We must be doing
something right.

2014 membership goal to
add 50... we hit 47!

WHY we do it is simple... it
has to matter to our
members, it has to benefit
our members.

