

On Course

News & Thoughts from Forrest Richardson & Associates, Golf Course Architects

Fall 2011

THE GAME IS SUPPOSED TO BE FUN!



Teenage customers prefer walking at Peacock Gap Golf Club in California. The new golfing generation wants a combination of physical exercise and excitement — and they will walk away from any policy restricting cell phones!

The future of golf rests with bringing new players to the game ... and placing more emphasis on bringing back those who have left the game for one reason or another.

Recently, the PGA of America has begun a long-overdue marketing push to help golf prepare for the next generation. The program covers four key aspects:

(1) Bring new players to the game — *The largest two segments are women and youth.* Golf has long known that participation by women is too low. Finally, we are waking up to the fact that some aspects of the game are simply too intimidating. Golf courses must be flexible — still challenging — but able to welcome this new generation of players.

(2) Bring them back! — *A great database of “new” golf consumers are simply those we have lost over the years.* Players who used to play, but are now older, busier, etc. are key to win back. And, this idle customer base already knows golf.

(3) Bring out the fun — *The game is too complicated.* From rules to equipment, golf has migrated from a game where you simply set out to take the fewest strokes to one of endless rules interpretations and serious complication. The trick is to loosen up a bit. The “old guard”

needs to understand the younger consumers and what makes them tick. Most traditions are good, but we need to balance them with with fresh ideas that position golf as a contemporary pastime.

(4) Make it affordable — *The expense of golf has gotten in the way of attracting new customers for clubs and course owners.* For golf to grow it cannot be about the biggest, longest and more expensive.

Here are some ways we are helping our clients face the new golf economy:

- Developing tee plans for more flexibility for a growing array of golfer abilities
- Helping to find ways of making courses more appealing and easier to market
- Finding ways to reduce operating costs through more efficient irrigation, pumping and a smaller managed turf footprint

MASTER PLAN COMPLETED for BONITA CLUB

A hidden jewel of San Diego golf is now focusing on going back to its roots, restoring the “soul” of the 25 year old Wm F. Bell layout. Our Master Plan focused on reducing water use, improving conditions and reintroducing hazards that had been abandoned.

The “new” Bonita Golf Club is envisioned to bring back the classic values of the Bells, and embrace the natural setting of the club.



ANCHORAGE ADOPTS LONG RANGE PLAN

Sensing that the time was right, Alaska’s premiere public club has taken the first step toward facility wide improvements. Work on the 25-year old facility will begin in 2012.



Our long range master plan for Anchorage Golf Club included enhancements for the existing clubhouse, including a new event pavilion and upper deck.

FORREST RICHARDSON & ASSOC.

Phoenix, Arizona | 602-906-1818 | www.golfgroupltd.com

©2011 FRA

