

On Course

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

Fall 2012

BALANCING THE GOLF COURSE ASSET



PHOTO BY MIKE HOUSKA / DOG-LEG STUDIOS

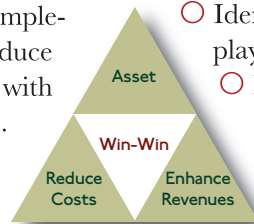
At Mira Vista Golf & Country Club near San Francisco, the historic legacy of golf architect Robert Hunter was brought back to life through a careful restoration. Today the members are able to tout this legacy to attract new members and preserve a rich place in golf history — both factors in assigning value to the club as a whole. (Pictured is No. 12, a dramatic par-3)

Perhaps the most pressing issue for clubs and operators is the balance of reducing costs and enhancing revenues — and in the same breath, preserving the asset.

All too often the asset value of the golf course is not well considered when implementing change. The ideal goal: Reduce cost, enhance revenues, and end up with a golf asset that is worth more to all.

Every facet of a golf course affects the asset value and, very often, values of property surrounding the course.

What we look for in remodeling and renovation planning is the “win-win” scenario where all aspects of a golf course are taken



into account for an outcome that is greater than the sum of its parts.

Our experience has resulted in a simple checklist that helps identify the areas where we can meet the Asset-Balance goal:

- Identify programming needs; new practice, player development, etc. *All opportunities!*
- Legacy and history — Is there a story to be told that can lead to value?
- Prioritization of maintenance — does the effort focus on areas of high concern, such as greens?
- Authenticity — Does the course fit its environment? It *always* costs more to do otherwise.
- A change in status quo might lead to new revenue — Short loops of holes to play, etc.

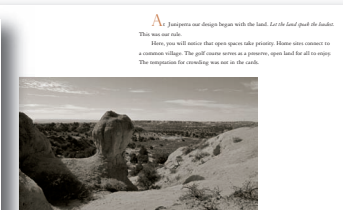
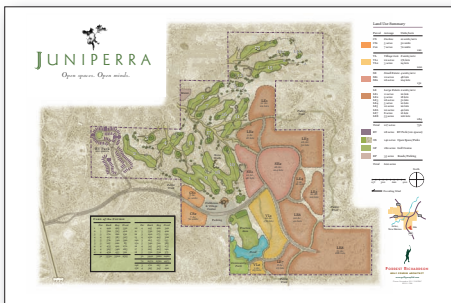
A LOOK at GOLF & BRANDING

One of the least costly, but most important aspects of golf course marketing is the image portrayed to the customer. A great logo is not only a reflection of the golf — it's also something the golfer can take home to wear or hang on the wall.

Here is a sampling of work our office has directed over the past several years:



From top, left to right: Auburn Valley Golf & Wine Club; Old Hawaii; Peacock Gap; Arizona Biltmore; The Wigwam Golf Resort; Mountain Shadows; Vilë Adur (Albania); Oakmont East; Baylands Golf Club



ECO CONCEPT CAPTURES the SPIRIT of NEW MEXICO'S HIGH PLATEAU *Juniperra plan aimed at attracting international buyers*

Juniperra is a new planned “Eco Community” concept in Aztec, New Mexico. Our land plan and architectural study allows 756 casita-type residences on 800 acres. The 18-hole golf routing winds its way through sandstone cliffs and juniper covered hills.

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