Just what are Legends made of? The Youngs

By Peter Blais

Myrtle Beach company moves on Williamsburg and perhaps other Southeastern points

By J. Barry Mothes

VGM Golf currently has about 800 members in the U.S. and works with 60 participating manufacturers and vendors.

Buying programs growing in popularity

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The Legends Group

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and 1992 he constructed The Legends in Myrtle Beach, a three-course complex that became the headquarters for the growing Young empire. Tom Doak designed the Parkland and Heathland layouts and P.B. Dye the Moorland track. The two-mile, tree-lined drive leading up to the massive Legends clubhouse is Scottish-looking and the Legends at New Kent and The Legends at Williamsburg and Richmond. Chesapeake's regional buying group plans. We can't comment on them yet, but they'll take us outside Williamsburg and Myrtle Beach.

Greens fees at the six South Carolina courses range from $37 to $83 with cart, depending on the time of year. The six layouts host more than 300,000 rounds annually, Blair said.

While each of The Legends Group courses has its own superintendent and head pro, overall management for the eight facilities is headquartered at the Myrtle Beach Legends complex.

“The marketing, personnel, financial, accounting and reservation functions are all done through our office here in Myrtle Beach,” explained Blair. “Each course is an individual profit center but has a portion of its operation charged against our overall overhead budget. We have a real-estate and hotel management operation based here as well.”

“It's very efficient,” Danny Young said. “Having eight courses gives us some tremendous advantages in terms of buying power. We've aligned ourselves with John Deere and O.M. Scott Fertilizer, for instance.”

“We want to get everybody that's in the green grass industry and collage them together to improve the buying power of all the members,” he said. “That's the only way you can compete against the Nevada Bob's.”

- Kent Dirks,
VGM vice president of marketing

With the emergence of groups like the National Turf Cooperative and VGM Golf, groups like the National Golf Course Owners Association (NGCOA) and its “Smart Buy” buying program and American Golf and even smaller, regional buying groups no longer have the field to themselves. But Dirks said that even though there is some competition, he believes there may soon be more cooperation among buying groups.

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