NGCAO, USGA starting “Kids on Course” development campaign

CHARLESTON, S.C. — Two major industry groups - the National Golf Course Owners Association (NGCOA) and the U.S. Golf Association’s (USGA) Foundation - have established a national joint effort called “Kids on Course.”

The program provides for $1 green fees at participating NGCOA member courses for youths taking part in USGA-supported junior programs across the country. The NGCOA signed aboard as part of its player development program, “Get Linked. Play Golf.”

“By collaborating with the USGA, we have the ability to grow the game in a big way,” said Mike Hughes, executive director of the NGCOA. “We’ll be able to provide affordable, real course experiences to economically disadvantaged juniors.”

Kids on Course will match the USGA’s junior programs with more than 4,500 NGCOA member courses, providing playing time during off-peak hours. The course will pick the times and specify when youngsters can play. Players will be supervised by their local USGA program until the owner and the program director agree that they can access the course on their own, with proper identification.

“If the USGA is going to help make the game more accessible and affordable, we must find a way to make playing the course less of a financial burden to those who have traditionally faced economic or physical challenges,” said Trey Holland, USGA president.

American Golf Corp. (AGC), a member of the NGCOA, piloted Kids on Course over the last two years. This year almost 2,000 kids in 35 junior programs have enjoyed reduced green fees at 40 different AGC courses.

NGCOA’s “Get Linked. Play Golf” program includes a marketing kit with advertising campaigns aimed at select markets. It also includes “Take Your Daughter to the Course” week, to introduce girls to the game.

Troon Golf assumes management of Old Works GC

SCOTTSDALE, Ariz. — The “Troon golf experience” is now in play in Big Sky country as Troon Golf assumes the management of the Old Works GC in Anaconda, Mont. The Jack Nicklaus signature course is the golfer’s gateway to this mountainous recreation community, the state’s Pintler Primitive Area.

On land once owned by the ARCO Co., the course was built over the slag remains of an old copper smelter and eventually turned over to the city of Anaconda as part of a settlement to reclaim the site. Old Works is the result of a partnership between state and federal agencies and was the first-ever golf facility built on a U.S. Environmental Protection Agency Superfund site.

The King & Bear

vista and are the signature marks of the course. Coquina is also incorporated into several bunkers near the clubhouse. The King & The Bear is surrounded by the Neighborhoods of World Golf Village, a gated community that will eventually have more than 850 houses. Some 110 home sites line the fairways.

GOLF COURSE NEWS

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