Agronomic fervor is key to Troon Golf’s meteoric rise

By DAVID HUBBARD

SCOTTSDALE, Ariz. — Troon Golf is enjoying explosive growth, fueled by golf course owners and developers around the globe who rely on the firm to provide top-notch management at their facilities.

The company’s vision to serve the high-end golf market also has attracted several international firms as shareholders, including Goldman Sachs, Australia’s Macquarie Bank and Greg Norman’s Great White Shark Enterprises. And with corporate offices in Australia and Japan as well as Arizona, the company seems well positioned to continue its meteoric trajectory.

'PREMIUM-LEVEL' GOLF

So here’s the big question: How does Troon do it? How does it provide everything required for a premium-level day of golf and still make it a profitable venture for the owners?

The answer lies partly in a full slate of management services to supervise complex and costly construction, maintenance, and ongoing operations from course development to clubhouse dining.

Founded by Garmany with the company flagship, Troon North Golf Club, the original commitment to provide championship conditions every day of the week continues to anchor the Troon Golf culture.

Evergreen Alliance adds Missouri clubs

IRVING, Texas — Evergreen Alliance Golf Limited (EAGL) has added two golf properties in the Kansas City, Mo., metropolitan area to its management portfolio, and will add another, currently under construction, upon its completion.

Swope Memorial Golf Course and Minor Park Golf Course, both daily-fee courses which are part of the Kansas City Parks and Recreation District, were added to the EAGL portfolio of management properties. Staley Farms, a new golf course within a residential community north of Kansas City, also will be managed by EAGL.

Swope Memorial features an A.W. Tillinghast design dating back to 1924, although golf has been played on the site since 1906. The course was closed in 1989 for restoration to its original Tillinghast design, and was re-opened in 1990.

“Swope Memorial was the first public golf course in the area,” said Kenneth Krakauer, historian of the Kansas City Golf Association. “A number of Kansas City Opens were played there.”

Minor Park, one of the busiest golf courses in town, is popular with players of all ages who enjoy a super "walking" layout. Featuring wide, well-groomed fairways and large bent greens, it appeals to both novices and more experienced golfers.

Staley Farms, slated to open in late summer, will be an 18-hole, daily-fee golf course. It is being built and will be owned by GolfServices Group Construction Co. of Omaha, Neb., in conjunction with a residential development.

AllGolf builds portfolio to 24 properties

Northbrook, Ill. — AllGolf, a subsidiary of KemperSports, has assumed management of seven additional properties, increasing the number of sites under its management to 24 in 15 states.

The seven locations include John F. Kennedy GC in Aurora, Ill.; Overland Park Golf Club in Kansas City, Kan.; Polaris in Westerville, Ohio; AllGolf at Glen Allen in Glen Allen, Va.; and Landen in Cincinnati.

All seven sites contain driving ranges and pro shops for golf courses. The Kennedy locale also offers 36 holes of golf, while Overland Park in Colorado features 18 holes, and the Overland Park club in Kansas offers 27.

"As with the initial properties that AllGolf began with, we anticipate a smooth transition," said Bob Wallace, AllGolf COO. "We have been able to retain and retrain much of the existing staff.”

KLAK Golf obtained the properties at a bankruptcy auction held in February to liquidate the remaining assets of Family Golf. AllGolf was formed in October 2000 to manage 17 facilities that KLAK Golf obtained from Family Golf in its initial bankruptcy proceeding. KLAK Golf is a joint venture between Lubert-Adler Real Estate Opportunity Fund of Philadelphia, Klaff Realty LP of Chicago, and KemperSports Management of Northbrook.

AllGolf features a portfolio that includes driving ranges, family fun entertainment centers, golf practice facilities, and affordable executive and regulation golf courses.

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