



## President's Message

By Jeff Shafer

**T**hank you to those individuals who were able to get away and attend the CGCSA Annual Meeting in Palm Springs. While I was unable to attend, I understand it was a great event and congratulations to the host chapter for a job well done. Additionally, congratulations go to Gary Carls, CGCS for his election as the incoming State President. Next year we are fortunate to host the event and an organizing committee is already at work.

As you may be aware, the Economic Impact Study is a project that the CGCSA has been working on. A brief report was given at the Annual Meeting on the status of the report. For those unable to attend, listed below is the report given to the Board of Directors. If you have any questions or comments please do not hesitate to contact me.

### Economic Impact Study (EIS) Status Report

#### PURPOSE

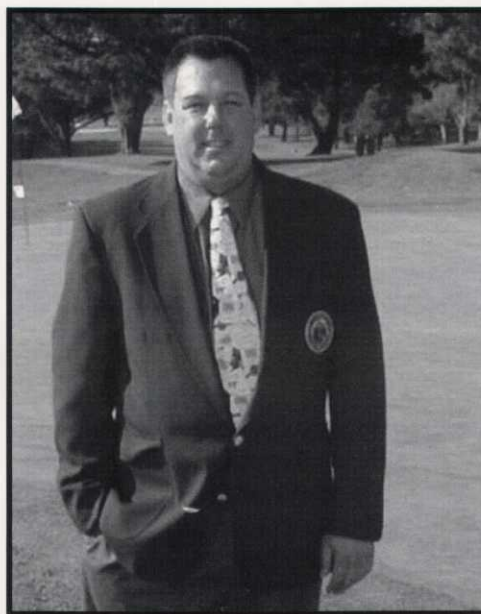
The Goal and Objective of the project is to conduct research and extension on the economic impacts of golf facilities in California.

#### PAST HISTORY

Several years ago, Jim Husting, CGCS, began the initial pre-planning and subsequent presentation to the CGCSA BOD the possibility of producing a report of this nature. Through future BOD meetings, with the direct leadership by among others, Dave Davies, CGCS, Sam Williamson, CGCS, Ted Horton, CGCS and Corey Eastwood, CGCS, this study was approved and specific funding was designated towards this endeavor. At that time, various representatives from many golf-affiliated chapters, such as the PGA and CMA, were organized to form a Task Force that would prepare an established budget and series of questions to be addressed. This was drafted and near final completion by August 2000.

#### EIS SURVEY

On January 4, 2001, the initial survey was sent to all General Managers or Facilities



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Directors for their participation. Since that time, Mr. Templeton has been receiving, verifying and compiling data. The return percentage for this study is 20% of the 891 facilities through out California. This is with in statistical industry guidelines for acceptable percentage rates of return, especially due to the extensive nature of this survey. Due to the nature of this report, complete accuracy must be adhered to. Specific concerns along the way have extended the Task Force timelines for completion, but do not reduce the validity and effectiveness of the report. Reports such as these are not generated for the short term, but are in fact utilized by many universities and other organizations for many years into the future.

#### EIS SURVEY DRAFT RESULTS

On May 19, 2002, the CGCSA BOD was presented a 1st draft of this Study. While this study cannot be published as of this time until all information is completed, the results determined so far a staggering. Several of these annual numbers are:

- \* Golf Course Facilities generated \$4.03 billion in direct sales of goods and services
- \* Maintenance expenses total \$705 million
- \* Capitol improvements total \$159 million
- \* Food and Beverage service totaled \$957 million
- \* Lodging totaled \$556 million
- \* Merchandise totaled \$262 million

- \* Their were 48,715 full time jobs in golf facilities through out California
- \* Wages, Salaries and Benefits totaled \$1.365 billion
- \* \$298 million in taxes were paid
- \* Financial support for charities totaled \$62.7 million

These items amongst others clearly demonstrate the positive economic impact our industry has on the California economy.

#### OTHER BENEFITS

No estimation or analysis previous to this study of these impacts has been done in California; however, we are one of the nation's most important golf markets. No study except in Florida contains estimates of water use. No study has estimated standard deviations of these impacts. While all of these warrant the purpose of performing this study, there were other impacts and benefits that have been generated from this endeavor. The CGCSA was and remains the leading financial contributor to this report. With the assistance from Ted Horton of the CGCOA, we have and continue to be the leaders of the Task Force. We envision being the leaders on presenting this to the public, government officials when needed and with in the golf community organizations such as our own. Through the assistance from Mr. George Steffes, we look forward to presenting these facts as well as our association, which in turn means you as a member, to any required state legislative procedure that may be beneficial to our cause. We as a profession should stand tall and be proud of these accomplishments. Our growth with in the game of golf not only depends on the agronomic conditions, research and professionalism we provide, but also on the mechanism in how it is obtained and utilized.

#### CONCLUSION

We look forward to the completion of this study, publication of its results and efforts in many trade magazines and the use with in legislative procedures. Your support, trust and patience on this project are appreciated. If you have any questions and/or comments, please do not hesitate to contact me.