



The Florida Golf Impact Report was unveiled Jan. 28 at the 57th PGA Merchandise Show in Orlando. In attendance were, from left, Joe Steranka, PGA of America CEO; Rich PGA Merchandise Show in Orlando. In attendance were: (l-r) PGA of America CEO Joe Steranka; executive director of the North Florida Section of the PGA Rich Smith; Florida Chapter of the Club Managers Association of America President Al Kinkle; North Florida PGA

Section President John Reger; governor of the State of Florida, Charlie Crist; FGCSA Vice President Gary Myers, CGCS; Martha Mazzitelli, past president of The Florida Gulf Coast Chapter of the Hospitality & Financial Technology Professionals; Cindy Acree, executive director of the Florida Golf Course Owners Association; and executive director of the Florida State Golf Association, Jim Demick. Photo courtesy of the PGA of America.

Florida Golf Economic Impact Study Unveiled at PGA Merchandise Show

On Jan. 28 in Orlando, Allied Golf Associations met with Gov. Charlie Crist to present study results from the latest Florida Golf Economy Report. The event took place at the PGA Merchandise Show at the Orange County Convention Center.

Florida, recognized worldwide for hosting championship golf events among its more than 1,100 golf courses and 62 golf resorts, also carries the distinction of having the largest direct golf economy of any state. Florida hosted 20 professional championships in 2007, including 11 PGA Tour events, six Champions Tour events, two LPGA Tour events and one Nationwide Tour event.

In 2009, the Florida Golf Economy

Report was commissioned by GOLF 20/20 for the Florida Golf Impact Task Force, and prepared by SRI International. The report, which contained its most recent data from 2007, indicated that the Florida golf industry generated a total economic impact of

\$13.8 billion, supporting more than 167,000 jobs with \$4.7 billion of wage income. Golf-related events donated over \$312 million dollars to Florida charities.

In 2007, the size of Florida's direct golf economy was approximately \$7.5 billion – the largest in the United States. This is comparable to revenues generated by other key industries in the state, such as amusement and theme parks (\$4.0 billion), medical equipment and supplies manufacturing (\$4.4 billion), agricultural products (\$7.8 billion), and hotels and motels (\$11.2 billion). Golf brings visitors to the state, spurs residential construction, generates retail sales, and creates demand for a myriad of goods and services.

**The full version of
The Florida Golf
Economy report is
available at
www.golf2020.com.**