

Marlowe forms new statistical research firm

GULF BREEZE, Fla. — Scott Marlowe, best known for his statistical work on golf range operations and micro-market research with Forecast Golf Marketing and Financial Systems, has founded GolfData International, Inc.

"GolfData is working with the diplomatic corps of many foreign governments to document opportunities for golf development world wide," said Marlowe. "We have already established a database on golf facility presence and golf participation for over 200 countries on six continents. Now we are concentrating on specific, localized market issues."

Marlowe is joined at GolfData by two former Forecast advisors. Bill Strausbaugh, the Profes-

sional Golf Association (PGA) Teacher of the Year for 1992, and Bill Clarke, a former president of the PGA of America, have resigned their positions on Forecast's Board of Advisors to serve GolfData in a consulting and advisory capacity.

Marlowe said GolfData will attempt to expand on technology that he had previously advanced: A system created to estimate the size and sales volume of local markets.

"But the Sales Potential Reports lacked the kind of depth that permits effective demographic segmentation of market area," Marlowe explained. "The new system not only establishes the total market for a geographic area, but provides detail by various population characteristics."

Indiana developer chases golf dream

WESTFIELD, Ind. — An envisioned 27-hole golf course and upscale housing community would be "the greatest thing to happen to this area since the Colts came to Indianapolis," according to would-be developer Richard Perk.

Perk, who needs to have his 362-acre property rezoned by the Westfield-Washington Township Plan Commission, has signed on architect Tom Fazio to design the 18-hole regulation and nine-hole par-3 layouts.

Encircled by an eight-foot-high brick wall and protected 24 hours

a day by security guards, the development would be extremely safe, Perk told the Noblesville Ledger.

It would include a complete spa, sports fitness center, tennis courts, swimming pools and hot tubs.

Plans call for 260 lots, all bordering the course.

Lot purchase would also include country club membership, with no green or cart fees, no fees for guests and no dues.

"And if you don't want to cook dinner, you can call the club for room service," Perk said.

Universal plans Orlando course

ORLANDO, Fla. — An 18-hole PGA golf course and 300-unit golf villa community are parts of the multibillion-dollar expansion planned here by Universal Studios Florida.

The 600-acre project, taking place over several phases, is a joint venture of Universal Studios Florida, MCA Inc. and the Rank Organization PLC.

Construction could begin as early as 1995 and, when finished, will triple the size of the current Universal facility.

In addition to the golf course and villas, plans call for a second theme park; nighttime entertainment complex; five themed hotels; tennis center; expanded retail; merchandising and support facilities; conference and meeting space.

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