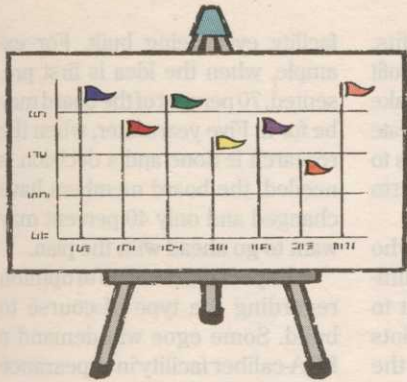


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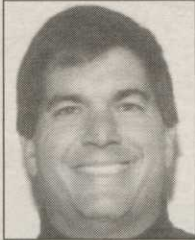


NGP GOES INTERNATIONAL

WOOTTEN BASSETT, England — National Golf Properties has acquired Wootten Bassett Golf Club near Swindon. The price was \$1.875 million. This is NGP's fourth acquisition since its initial public offering in August, and its first international investment.

GPA RECRUITS SEVERAL COURSES

Golf Property Analysts of Harrisburg, Pa., has been selected to perform appraisal and/or analysis services for several clubs including South Hills Golf Club in Hanover, Pa.; Laurel Creek Golf Club in Moorestown, N.J.; several Florida golf clubs represented by the law firm of Cummings & Lockwood in Naples and Collier counties; and Hiland Park Golf Club in Queensbury, N.Y. It will also perform a feasibility analysis and valuation services for a proposed municipal course in West Manheim Township in York County, Pa.



Laurence Hirsh,
GPA president

CHANTILLY HIRES MARTTY

FAIRHOPE, Ala. — Martty Golf Management has signed a consulting agreement to oversee the marketing and operations of Chantilly Manor Country Club in Rising Sun, Md. Chantilly Manor includes an 18-hole course, clubhouse, banquet hall, restaurant, swimming pool and tennis courts.

NCGA TABS GOLF VALUATION

Golf Valuation Consultants of Madison, Wis., has been selected by the Northern California Golf Association to appraise its Poppy Hills Golf Course in Pebble Beach, Calif., and proposed Poppy Ridge Golf Course in Livermore, Calif. The appraisals will be used to help secure financing for 27-hole, Rees Jones-designed Poppy Ridge.

ROBERTS JOINS ST. ANDREWS

LAWRENCE, Kansas — Former Golf Course Superintendents Association of America President William Roberts has joined several other past GCSAA staffers at St. Andrews Corp. Inc. Roberts joined the firm Feb. 1 as vice president. He will serve as a resource for agronomic and golf course operations consulting. A graduate of Penn State's turfgrass management program, Roberts has 18 years experience in the golf industry. He will maintain a Michigan office at 1652 Severn Rd., Grosse Pointe Woods, Mich. 48236; (313) 884-8207.

GolfCorp becoming big player in public market

ClubCorp connection proves mutually beneficial

By PETER BLAIS

JACKSONVILLE, Fla. — GolfCorp's purchase of the Royal Golf Course at Queen's Harbor Yacht & Country Club demonstrates the flexibility its parent company — Club Corporation International — possesses now that it operates in the private, public and resort markets.

The private course was not doing well financially when GolfCorp, CCIs public course arm, purchased the 18-hole layout in late November. The company retained access to the best tee times for members while opening the course to public play.

"We're promoting it as a limited-access facility," explained Executive Vice President Beryl Artz. "We're supplementing the bottom line with additional rounds of golf until we have enough members to make it strictly private again."

"We hope that happens in five or six years. Then we'll turn it over to our private subsidiary, ClubCorp. That's the second of the four acquisitions [Oakmont Country Club near Dallas was the first] we made last year that we plan to keep public for several years then turn over to ClubCorp."

January marked the beginning of GolfCorp's ambitious three-year, 6-8-10 acquisition program. The Dallas-based company plans to buy six courses in 1994, eight in 1995 and 10 in 1996. That will nearly double the 32 golf properties the company currently owns or operates.



Continued on page 49 GolfCorp recently took over management of Royal GC at Queens Harbor.

Cole resigns as Kiawah Island golf director

By PETER BLAIS

CHARLESTON, S.C. — Kiawah Island Golf and Tennis Director Chris Cole resigned last month after five years at the coastal resort and 17 years with former owner Landmark Land Co.

"I had a ball on the front nine of my career," said Cole, 44. "I want to pick where I play and with whom on the back nine."

Cole's resignation comes on the heels of Landmark's bankruptcy sale of Kiawah to AMF Inc. AMF brought in a new management team, but had hoped Cole would stay to run the golf and tennis operations.

"We were very surprised about Chris'

leaving," said Beverly W. Armstrong, vice chairman of Virginia Investment Trust, AMF's parent company. "We thought he had done an excellent job. But he said he simply wanted to do something different."

Cole said he had some minor differences with the new management regarding the long-term business philosophy at Kiawah. But, he added, that was not the reason he left. He described the breakup as amicable and wished the new management "the best of luck."

Cole was Landmark's first golf professional, joining the Oak Tree Country Club staff in Edmond, Okla., in 1976. He re-



Chris Cole

mained there 10 years, rising to president of Oak Tree, before a three-year stint as project director at Palm Beach Polo & Country Club in West Palm Beach, Fla.

Cole was actively involved in the development of Kiawah's Ocean Course and was general chairman of the 1991 Ryder Cup held there.

"I'm not in a big hurry to find a new position. I'm leaving my options open. But I want to stay involved in golf," Cole said.

Armstrong said the search for Cole's successor at Kiawah had not begun.



World Woods used a mass discount program to attract business.

Marketing Idea of the Month

Mass discounting program puts Fla. course on map

By PETER BLAIS

Picture, if you will, a small town midway between Tampa and Orlando. As the early-morning sun rises, three buses pull into a golf course parking lot and disgorge 120 bag-toting bargain seekers intent on playing no less than 48 holes before half-past dark. The price — a paltry \$50 per head. You've just entered that shady area between necessary promotion and giving away the store. You've entered — The WORLD WOODS ZONE.

Sound nightmare-ish?

At times, it did to World Woods Golf Course General Manager Stan Cooke, the man who came up with a massive group discounting plan to promote this Tom Fazio-designed facility located in isolated Homosassa, Fla.

"But it worked," Cooke said one late-

Continued on page 48

Harrison named director of Fla. golf association

DESTIN, Fla. — The Emerald Coast Golf Association (ECGA) has named Nancy Harrison as its new director.

Harrison is a native of Destin and has literally grown up with the modern Emerald Coast. She has an extensive background in advertising sales and special event management. Her bachelor's degree is in communication arts with an emphasis in public relations from the University of West Florida.

Prior to returning to UWF to pursue her degree, she worked three years in the Golf Operations Department at Sandestin Resort.

The ECGA is a marketing/advertising/public relations organization with golf course and lodging establishment members.

The objective of the association is to promote the Emerald Coast and ECGA members as a major golf vacation destination.

Current members include: Abbott Realty, Holiday Inn/Okaloosa Island, Bluewater Bay Resort, Emerald Bay Golf Club, Seacape Resort, Sandestin Resort.

Sandestin Beach Hilton, Santa Rosa Golf and Beach Club, Edgewater Beach Resort and the Hombre Golf Club.

World Woods

Continued from page 45

December morning, the relief apparent in his voice. "We spent no money on advertising. None. We returned to a regular, 18-hole price schedule this month. And you know what? This weekend we're sold out."

A full house was only a dream when World Woods first opened last spring. Fazio designed a massive facility consisting of two regulation, 18-hole courses named Pine Barrens and Rolling Oaks; a 22-acre practice range; a two-acre, 36-hole putting course; a nine-hole, short course; and three prac-

tice holes — a par-3, par-4 and par-5.

But Cooke knew quality and the Fazio name alone weren't enough, initially at least, to attract golfers to a facility located 90 minutes from any large metropolitan area, in a state many believe is over-saturated with golf courses.

What Cooke did was offer generous group discounts for *unlimited* play at all World Woods facilities. The larger the group, the bigger the savings for individual golfers. Prices included range balls and golf carts and were as follows:

- Groups of 13 or more — \$50 per player.
- Groups of nine to 12 — \$60 per player.
- Groups of four to eight — \$80 per player.
- Groups of one to three — \$100 per player.

"We felt if golfers experienced all the different areas for a single day, they would want to come back. This was designed to give them that opportunity," Cooke explained.

World Woods tried the promotion from April through November, typically the slow season in West Florida. Anywhere from 100 to 1,200 golfers took advantage of the program every month, yielding thousands of dollars in added revenue.

"We had 14 groups of 120 or more," he said. "The only thing we asked of the largest groups was they come on our slow days — Monday and Tuesday. The others fit in whenever they wanted to play."

Cooke spent nothing advertising the program or the course. Faxes were sent to people inquiring about the group discount. Word-of-mouth did the rest.

"A new facility like this could easily spend \$250,000 to \$1 million on advertising," Cooke said. "Golf Digest gets something like \$30,000 for a quarter-page ad."

The only problem arose when groups neared cut-off points, Cooke said. For example, if four people intended to play at \$80 apiece, but only three showed up, they were charged \$100 apiece. The extra \$20 set off occasional fireworks.

"We had to make sure they understood that when they made the reservation," Cooke said. "We tried to be very clear about that up front."

Now that the busy season has arrived, World Woods has instituted an 18-hole price of \$60 weekdays and \$75 weekends at both regulation courses. The price includes range balls. An additional 18 holes is \$25.

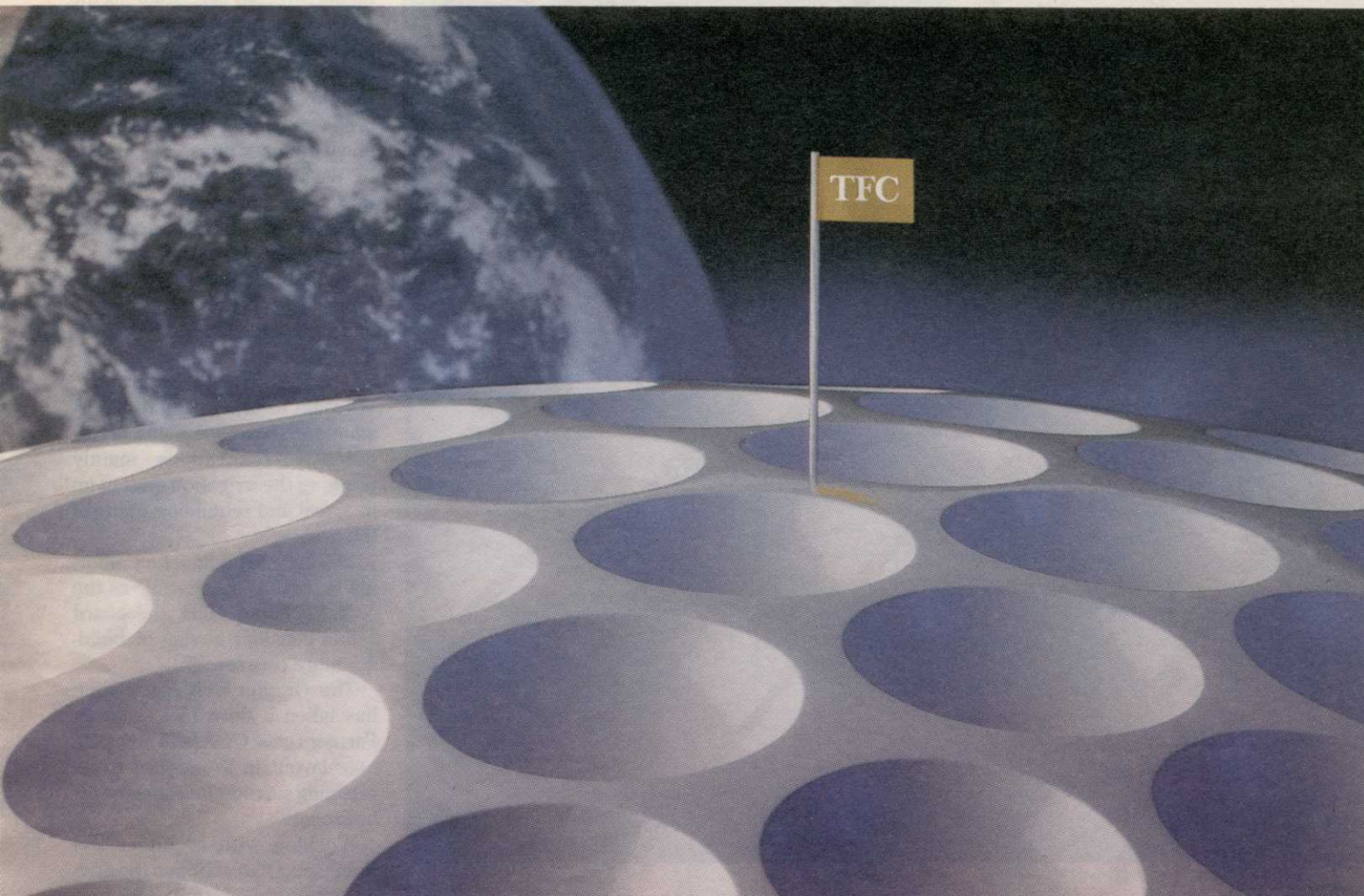
"The discount program helped us gradually test the market and establish the 18-hole fees," Cooke said.

Would a similar discount program be effective in other, non-urban areas?

"The fact that we have a world-class facility here was the key," Cooke said. "Tom Fazio has created something special here. That's how we were able to get by."

"If we were in the middle of the country with a mediocre golf course, it wouldn't have worked. I give all the credit to Tom Fazio."

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