

# Public-access supply meeting demand in Ocean City, Md.

By ROTA KNOTT

OCEAN CITY, Md. — With eight public-access golf courses in the works, including four within planned communities and two more 18-hole additions at existing clubs, this region on Maryland's Eastern Shore has invested heavily in the golf destination business.

Eight courses are already flourishing in and around the resort town. First to join them will likely be the new 18 at The Beach Club, which was originally planned as a 36-hole facility. Hunt Crosby, a spokesman for facility, said it's not only feasible but necessary to proceed with the additional 18 holes, which should be ready for play by July 1996.

"We anticipate the growth of golf lo-

cally to continue," Crosby said. "There has been substantial growth already. The number of rounds of golf played here increases by 20 percent each year."

Ed Lorenz, head pro at the 18-hole Bay Club Golf Course, said his course is planning an expansion to meet demand. The Bay Club remains in the permitting process for construction of another 18. Lorenz said the club hopes to have the new course up and running by the spring of 1997.

"Depending on who you listen to, there is a tremendous need for tee times," he said. "Our predictions as to when to go forward are linked to the profit of the golf course. And now looks like the time to move."

Andy Loving, PGA professional at Ocean City's municipal course, Eagle's Landing, said business has picked up steadily since it opened in 1991. It currently operates at near full capacity. "I really think building new courses will be good overall," said Loving. "People are coming. They know about Ocean City; they just can't get on the courses much of the time."

The 36-hole Ocean City Golf and Yacht Club, the resort's first golf course, is making some minor improvements to keep pace. River Run, a golf community located just outside the resort, recently completed improvements to its track, including rebuilding three greens.

The area's other established golf course community, Ocean Pines, has tentatively planned a second set of championship links, pending a referendum vote. If approved in the referendum, work on the new Ocean Pines course could start by this fall.

Three new golf communities — Lighthouse Sound, Kiddle Farm and Woodcock Farm — are in various stages of the planning process. Riddle Farm will boast two separate 18-hole courses, one public and one semi-private, covering approximately 380 acres. Plans for Woodcock Farm include an 18-hole golf course, also. Dual proposals, one containing 18 holes of golf and the other calling for 27 holes, have been approved for Lighthouse Sound. The property owners have not yet made a decision as to which plan to pursue.



The double-greened 9th and 18th at The Bay Club, a Russell Roberts design in nearby Berlin, Md.

## Course cooperative, Golf Getaway, has promoted tourism and continued growth

By ROTA KNOTT

OCEAN CITY, Md. — Growing golf on Maryland's Eastern Shore hasn't been an easy task, but the hard work of promoting this area as a golfing destination is finally paying off.

Plans are currently in the works for eight new golf courses, seven championship and one executive, all of which may come on-line over the next two or three years. In addition, both major and minor improvements are underway at several of the eight existing courses.

Those involved in the golf industry are confident the area can handle all the proposed activity. Indeed, some feel the area may require even more courses to keep up with the demand for tee times.

Sandi Smith is manager of Ocean City's Golf Getaway, an organization established in 1991 through a cooperative effort of the five courses in existence at that time to promote golf in the area. She said the game has been on a continuous upswing locally.

"Growing golf is very exciting. There is a definite need for new courses," Smith said. "A demand has been created by the sheer number of golfers who come here to play now instead of going elsewhere."

Smith said the goal of Golf Getaway, which is expanding its membership to include new courses as they open, is to band golf courses with the local community to promote Ocean City as a golf destination.

The organization is funded and governed by its membership, which includes all the existing courses in the vicinity of Ocean City as well as several within a 30-mile radius of the resort.

Golf Getaway, in conjunction with the town itself, promotes the resort golf facilities nationwide through advertising, utilizing both the print media and television sources, press releases and sponsoring local golf tournaments.

Alex FauntLeRoy, executive direc-

Continued on page 43

## Regal Crown® DEEPER ROOTS



### MINIMIZE DRY WILT AND WINTER DESICCATION

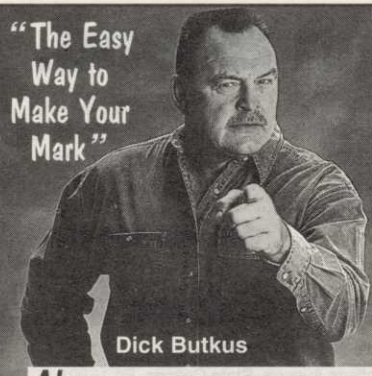
Golf Course Superintendents, Turf Grass Managers, Sod Grass Growers and Nurserymen are praising the results of Regal Crown.

Regular use of Regal Crown root growth stimulator exhibits phenomenal results. Turfgrass types such as bermuda, bent, zoysia and others develop more roots that are healthier and penetrate deeper. More roots imbedded deeper into the soil means better nutrient and moisture up-take creating thicker, greener tops.

Regal Crown is a blend of hormones specifically designed to promote root growth in turfgrasses and ornamentals. Used regularly, Regal Crown roots can minimize hot weather dry wilt stresses and winter desiccation.



Regal Chemical Company  
P.O. BOX 900 / ALPHARETTA, GA 30239  
PHONE 404-475-4837 / 800-621-5208



"The Easy Way to Make Your Mark"

Dick Butkus

Football Great Dick Butkus says, "Mark Anywhere Quickly and Easily with the Original Upside Down Aerosol Power Paint Cartridge!"

### easy marker®

"Meets temporary marking needs for special events, construction and utility projects, golf course and landscape work. Saves money by clearly marking work sites with instructions to avoid costly mistakes."

### SOME USES...

- Construction
- Utility Companies
- Landscaping
- Golf Courses



Also from FOX VALLEY SYSTEMS



### SUPER STRIPER® \$49<sup>95</sup>

STRIPE...

- Parking Lots!
- Warehouse Floors!
- Athletic Fields!

**SUPER STRIPE® TRAFFIC POWER PAINT CARTRIDGES** Perfect for either covering old faded lines or for striping new ones. Paint is fast drying, offers one coat coverage even on a variety of surfaces and comes in eight choices of colors. One case will cover about 2,400 linear feet of bright crisp 3" lines.

12 (18 oz.) cans per case \$49<sup>95</sup>



\$69<sup>95</sup>  
12 (18 oz.) cans per case

**SUPER SUPREME® TRAFFIC POWER PAINT CARTRIDGES** Our best paint is specially formulated with modified acrylic for a harder finish. Ideal for heavy traffic areas.

U.S. patent numbers 4126273, 4895304, 4940184, 4943008, 4946104, D320757, D324053

### GREAT FEATURES...

**SPRAY CAN** - specially designed with the patented EASY MARKER/TRIG-A-CAP nozzle for consistent paint flow, easily inserted into the holder

**Lightweight EASY MARKER HANDLE** is the Ultimate Temporary Marking Tool!

Only \$8<sup>95</sup>

© 1995 FOX VALLEY SYSTEMS, INC. U.S. and foreign patents pending

**NEW COMFORT HANDLE** - revised plastic grip with locking option for extended use

**PLUS...** detachable wheel to aid in the application of straight lines - simply remove for freehand use!

### easy marker® / trig-a-cap®

**POWER PAINT CARTRIDGES** Best paint on the market because it's loaded with pigment which means you get more marks from every can, about 2 1/2 miles per case! Available in paint cartridges or in chalk for less permanent marking. Can be used out of the holder for hand marking. Made exclusively for use in easy markers and for handheld applications. Call for the full selection of colors.

12 (17 oz.) cans per case \$28<sup>50</sup>

See your local dealer for product information or call:

**1-800-MARKERS**  
1-800-627-5377  
DEALER INQUIRIES INVITED

### FOX VALLEY SYSTEMS, INC.

DEPT. 4187 • 640 INDUSTRIAL DRIVE • CARY, ILLINOIS 60013  
The Old Fashioned Company with Old Fashioned Values