

## Fla. owners hold town meeting

ORLANDO, Fla. — How golf course owners can retain players, entice new players and make golfless intimidating were some of the issues discussed at the first in a series of Florida Golf Course Owners Association town meetings.

Course owners, business executives, lawmakers and members of the media gathered at the Grand Cypress Resort for a roundtable discussion moderated by Bruce Florine, vice president of marketing and communication for the National Golf Foundation. The meeting's purpose was to expand awareness of the future of golf as discussed in the report "A Strategic Perspective on the Future of Golf" produced by the NGF and McKinsey & Co.

The report indicated a "demand gap" (more courses than player requirements) will exist by the end of the next decade unless the golf business does a better job of attracting new players to the game, and retaining the new golfers it attracts by reducing

## Tenn.'s Legends Ridge may take on partner

FRANKLIN, Tenn. — The developer of Legends Ridge, an upscale community under construction here, is taking on a partner, according to *The Tennessean*.

Developer Dave Terry will remain the sole owner of the residential development portion of the project, with a partner coming aboard on the golf portion.

Olympus Real Estate and Legends Ridge will become partners in the golf course, providing \$7 million of equity, Terry said. Arnold Palmer Golf Management will operate the course.

The course is scheduled for completion by the end of 1999 and will open for play in spring 2000. The golf facility will cost \$11 million to \$13 million. When completed, there will be 137 lots.

### NH RESTORATION UNDERWAY

WHITEFIELD, N.H. — Kevin Craffey, owner of the Hanover, Mass.-based contracting firm Craffey and Company, has begun restoration on the Mountain View Inn and Country Club here. Craffey bought the resort early this year and aims to restore the resort, which had been closed for the past 12 years, to its former glory. Greens and fairways are being reconditioned and upgraded and the clubhouse is being completely renovated. The course will be open to the public Memorial Day weekend.

the intimidation factor of the sport.

The next two FGCOA town meetings are scheduled for early June in the Naples/Fort Myers area, and at the FGCOA state convention August 16-18 at The Bonaventure Golf Resort in Fort Lauderdale. For more information, contact Kim Morin, membership director, at 407-330-5895.

## Scottish architects' work set for summer unveiling in S.C.

YEMASSEE, S.C. — Cherokee Plantation here in Colleton County is on schedule to open this summer. Located along the banks of the Combahee River in South Carolina's Lowcountry, the international golf and sporting/hunting club is being built by Peter de Savary, chairman of Carnegie Clubs, Skibo Castle in Dornoch Scotland.

Scottish architects Donald Steel and Tom

Mackenzie are designing the private club's course. A renovated brick, Georgian plantation house will serve as the clubhouse.

Fifty limited partnerships are among the initial offering, along with the 25 being held by the general partner. Cherokee will make shares available to select individuals by invitation, with the intent to achieve a diverse, international ownership.

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