

# How Public Courses May Qualify for R. F. C. Loans

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**O**VER 400 PROFESSIONAL golfers, now seeking employment and looking forward to days when demand will absorb supply among their numbers, should be vitally interested in the opportunities offered by the Reconstruction Finance Corporation in the financing of new municipal golf courses.\* In passing on such projects for loans, capable professional management must be indicated and maintained.

It is an opportunity that should interest, as well, the manufacturers of golfing equipment and supplies. In fact, all those in the business of supplying the needs of golfdom should be boosters for municipal golf projects that can be shown as self-liquidating and economically desirable, thereby qualifying for loans from the R. F. C.

Representatives of building supply manufacturers, engineers, architects, and building contractors have evidenced positive interest in promulgating legislation and studying the feasibility of promoting projects that can be made self-liquidating under R. F. C. requirements. Entire sales organizations of such manufacturers are now devoting much of their time to vast educational programs under various State Committees for Trade Recovery. Those allied with the contracting and building industries as expressed in housing projects,

water supply, sewage disposal, bridges, tunnels, etc., that can be made self-liquidating, are serving on committees, attending conferences; in fact, laboring ceaselessly to devise ways and means of planning work for thousands now unemployed.

It seems that the opportunities along the same lines as applied to municipally owned golf courses are being sadly neglected. Yet such golf courses show a remarkable record of self-maintenance and are among the items suggested in literature of the R. F. C. as being most suitable for promotion.

In Indiana, where the average population per hole in cities of over 5,000 is 1,245, 20 cities are sufficiently below the state average to justify consideration of municipally owned and operated golf courses, together with clubhouse facilities, supply shops, and refreshment concessions.

In Ohio, where the average population per hole in cities of over 5,000 is 1267, 16 cities have golf facilities sufficiently under that average to justify consideration of municipally owned golf courses.

In Michigan, where the average population per hole in cities over 5,000 is 1,250, 8 cities are sufficiently below the State average to justify consideration of municipally owned golf courses.

An analysis of the needs of all states would conservatively give 500 new golf courses with their attendant need of equipment, labor to construct, seed, building supplies, shop equipment, etc., as the probable field of promotional activity open to those interested in the business of golf.

Where cities have park land available and suitable, or where such cities' lands are as yet undeveloped for definite purposes, the construction of municipal golf courses may assist materially in alleviating unemployment. Where desirability and feasibility are readily determined, much work can be accomplished throughout the medium of welfare labor pending receipt of funds from the Reconstruction Finance Corporation as needed.

There is nothing particularly mysterious

*\*Types of Public Projects that may be made eligible for loans:*

*The construction of municipal swimming pools, golf courses, stadia or other recreational facilities which will be paid for out of charges for their use.*

*Self-Liquidating Defined:*

*For the purposes of this subsection a project shall be deemed to be self-liquidating if such project will be made self-supporting and financially solvent, and if the construction cost thereof will be returned within a reasonable period by means of tolls, fees, rents, or other charges, or by such other means (other than by taxation) as may be prescribed by the statutes which provide for the project.*

about the requirements or workings of the Reconstruction Finance Corporation. It is simply a correct economic approach, financial analysis and program of execution and operation applicable to any contemplated project that can pay its board and keep. The data which has been accumulated to date regarding the cost of building and operating courses, the number of rounds of golf played at various charges, figures on the golf supporting public, the profits from the sale of playing equipment, the leased income of concessions, make available most of the information required on which feasibility is to be judged. This data in itself simplifies the approach to municipal golf under Reconstruction Finance Corporation loans.

An objection may be raised that many private club courses have been thrown open to the public; that daily fee courses are not overly busy. This must be taken as an abnormal rather than a normal condition, as is the doubling up of families in the housing field. Taking as the basis for normalcy, the average population per hole that has supported golf for the past several years, a broader and more correct prospective as to the needs in any specific locality may be obtained. It would be well also to take into consideration this single point of sales psychology: That while many private club courses may be thrown open for public fee play, the average player not a country club member would much prefer playing on a municipal golf course, where he feels he has a right to be, than patronize the finest private club course where he is "tolerated" for an indefinite and uncertain period. And, incidentally, many former club members are now patronizing public courses.

If new municipal golf courses are to be built with funds of the Reconstruction Finance Corporation, the outlets for such funds must be promoted by those interested in the BUSINESS OF GOLF.

The first step toward definite promotion is through the collection and redistribution of information. Probably the first needed information can be obtained from the editor of GOLFDOM. He can no doubt inform you whether or not your particular city contains opportunity for the promotion of a municipal golf course. Further, he can probably tell you how many holes will be feasible. Information as to the cities' tax and credit situation, powers under its Charter and land owned that would be suitable and available, constitute

vital factors. Where the need is evident, a little talk with the Mayor, President of the Commission, or City Manager may be in order. The Golf Manufacturers' Association could constitute a headquarters for the collection and distribution of vital statistics and information that will be needed in answering the questionnaire and instructions of the Reconstruction Finance Corporation.

Necessary initial capital can be raised through the sale of memberships to public spirited citizens and to others interested.

Existing programs for action by Committees for Trade Recovery lay great stress on specific information as to where various public improvements are needed. For example, the Michigan Committee publishes a long list of cities and towns needing sewage disposal and water purification plants. Later reports will no doubt cover various other needed improvements including housing projects for reconstruction of blighted areas, etc. Manufacturers through their sales forces are seeing to it that the committee receive such information as fast as it's gleaned. The next step of the committee is to "sell" the city administration on the idea of executing needed improvements through the medium of an R. F. C. loan, rather than limiting their demands to dole money for the welfare list. Everyone interested must impress those not so interested; that it is just as possible and far better for the welfare of the country at large to obtain money for purposes that will add to the wealth and welfare of the community, rather than to dissipate funds for sheer charity in a never ending vicious circle.

It is up to those interested in the Business of Golf!

## Roseman Has New Idea in Financing Clubhouse

**JOE ROSEMAN**, veteran golf businessman, is meeting with success in financing a clubhouse for the 36-hole Pickwick Suburban golf course. This fee establishment with its two courses never has had a clubhouse, but with building prices low Roseman is going after 200 members on a 10-year basis with \$500 bonds. Bonds are a first mortgage lien against clubhouse and clubhouse grounds.

Income from daily-fee players who are not entitled to use the clubhouse is intended to retire the bonds. Buyers of a \$250 bond are entitled to play at half price.