

The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS

TIDBIT OF THE MONTH

Styling in the Sunshine State



Florida seems to have an insatiable appetite for high-end private clubs. The **Concession Club** in Bradenton, a co-design of Jack Nicklaus and Tony Jacklin, will open later this year. It will have \$75,000 memberships. The **Founders Club**, a 700-acre golf course and residential enclave in Sarasota, opened Feb. 4 with memberships fetching \$80,000. And the **Tom Fazio** course at the Ritz-Carlton Sarasota, set to open in late 2005, will offer 300

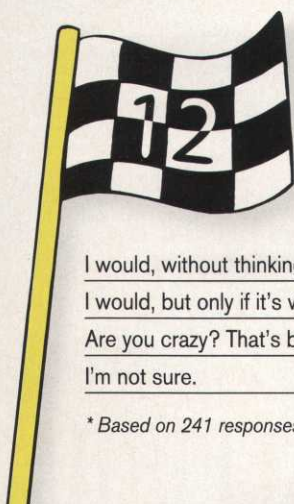
memberships ranging in price from \$75,000 to \$125,000. Also coming on line are **Bella Collina** in Montverde, **The Habitat** and **Tuscany Reserve** near Naples, and the first 18 at **The Tesoro Club** in Port St. Lucie. For details on these and other golf projects around the United States, visit www.golfconstructionnews.com.

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ILLUSTRATION: LIQUIDLIBRARY

Breaking Tradition. At What Cost?



We asked readers if they would build a 12-hole golf course if it meant growing the game and improving its overall economic health?

I would, without thinking twice about it.	38%
I would, but only if it's vital to the profession.	22%
Are you crazy? That's breaking tradition.	24%
I'm not sure.	15%

* Based on 241 responses

Golfdom

ILLUSTRATION: CLIPART.COM

Golf Rounds Played

The percentages below represent the difference in number of rounds played in December 2004 compared to the number of rounds played in December 2003.

REGION	DEC.	Y.T.D.
New England ME, VT, NH, MA, RI, CT	-16.7%	3.2%
Middle Atlantic NY, PA, NJ	20.1%	2.1%
East North Central MI, OH, IN, IL, WI	7.0%	-0.5%
West North Central ND, MN, SD, NE, KS, IA, MO	42.6%	-1.2%
South Atlantic WV, DE, MD, VA, NC, SC, GA	3.2%	1.3%
Florida	1.8%	-0.7%
East South Central KY, TN, AL, MS	1.0%	1.4%
West South Central OK, AR, LA	-2.5%	-5.0%
Texas	-3.5%	-4.2%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	1.7%	-0.1%
Pacific WA, OR, AK, HI	0.2%	-0.8%
California	-4.0%	-1.9%
TOTAL UNITED STATES	1.5%	-0.1%

GOLF DATATECH

Augusta's Green Thumb

The Masters is for April 4-10 at Augusta National Golf Club. Phil "Lefty" Mickelson will defend his title, which was his first Major victory. But enough about Mickelson and a little about **Brad Owen**, the course's superintendent, who bleeds Augusta green.

Education: Turfgrass management degree from Penn State University in 1986.

Years at Augusta: 18.

Previous position: Assistant superintendent of Augusta National.

Future position: Here's betting it's Augusta for several more years.



PHOTO ILLUSTRATION: MIKE KLEMME/DAN BEEDY

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