

Course Renovation Innovations & Trends

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ASGCA

5th Golf Innovation Symposium

USGA®

Presentation Outline

- Introduction: Jeffrey D. Blume, Limited
- ASGCA Market Trend Watch Survey
- Renovation Innovations & Trends
 - Bunker Renovation & Reduction
 - Turf Reduction
 - Public/Private Partnerships:
Storm Water Management
 - Tee Initiative
 - Alternative Facilities



Jeffrey D. Blume, Limited

- Golf course architect with more than 30 years of experience in new course design, renovation and master planning
- Member: American Society of Golf Course Architects
 - ASGCA President, 2018 – 2019
 - ASGCA Board of Governors, 2013 – Present
- Member: Houston Golf Association – Shell Houston Open, 1997 - 2016
 - Tournament General Chairman, 2009 & 2010
- USGA participation with Construction Education, Greens Section, Putting Green Guidelines and Pace of Play



Design Trends: 1980s and 1990s

BOOM IN GOLF CONSTRUCTION

- U.S. focused on golf/residential communities & daily fee facilities
- Japan continued with traditional private facilities
- Environmental awareness in both countries
- Efficiencies and innovation primarily in irrigation & maintenance equipment
 - Japan begins to move away from “two green” layouts and traditional turf types
- Difficult layouts focused on aesthetics and memorability as opposed to playability
- Engineering solutions for difficult site conditions in Japan are the envy of the world



Design Trends: 2008 – Today

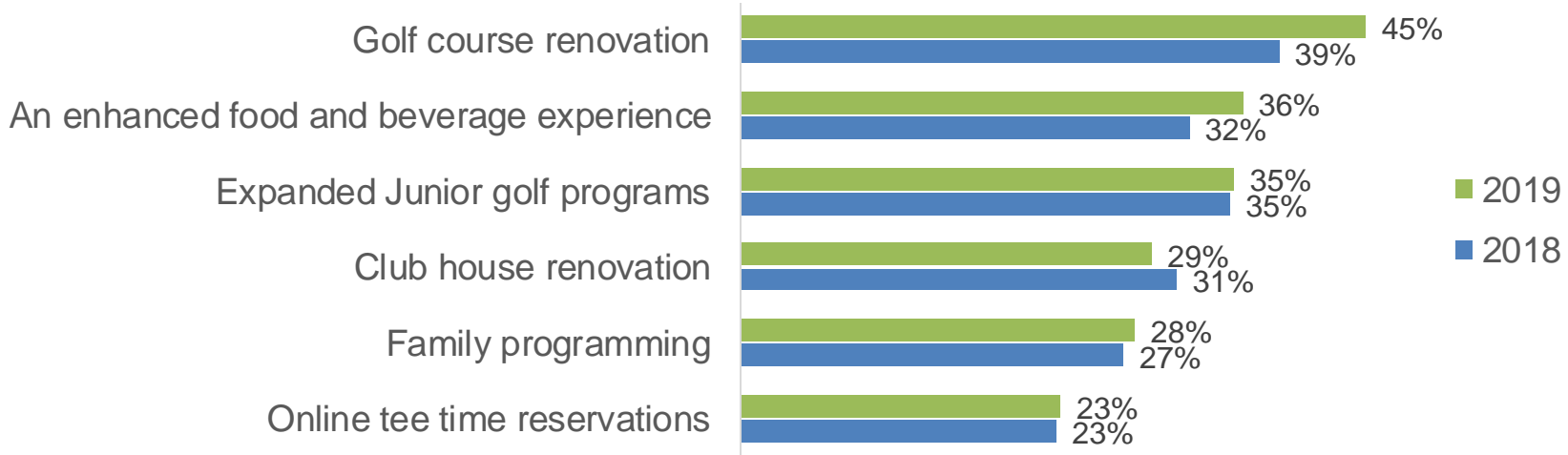
- Driving forces: efficiency and sustainability
- New course design extremely limited
- Environmental concerns and resource management
- Efficiencies and innovation continue in irrigation & maintenance equipment, joined by products that relate to:
 - Automation
 - Bunker maintenance & longevity
 - More sustainable turf types
- Design returns to its roots, making playability a primary consideration again to make the game more welcoming and enjoyable for all levels





Golf course renovations are even more coveted in 2019 as the most wanted enhancement for facility operators!

Which, if any, of the following potential enhancements would be of significant interest to your guests or members, and/or increase the usage of your operation?





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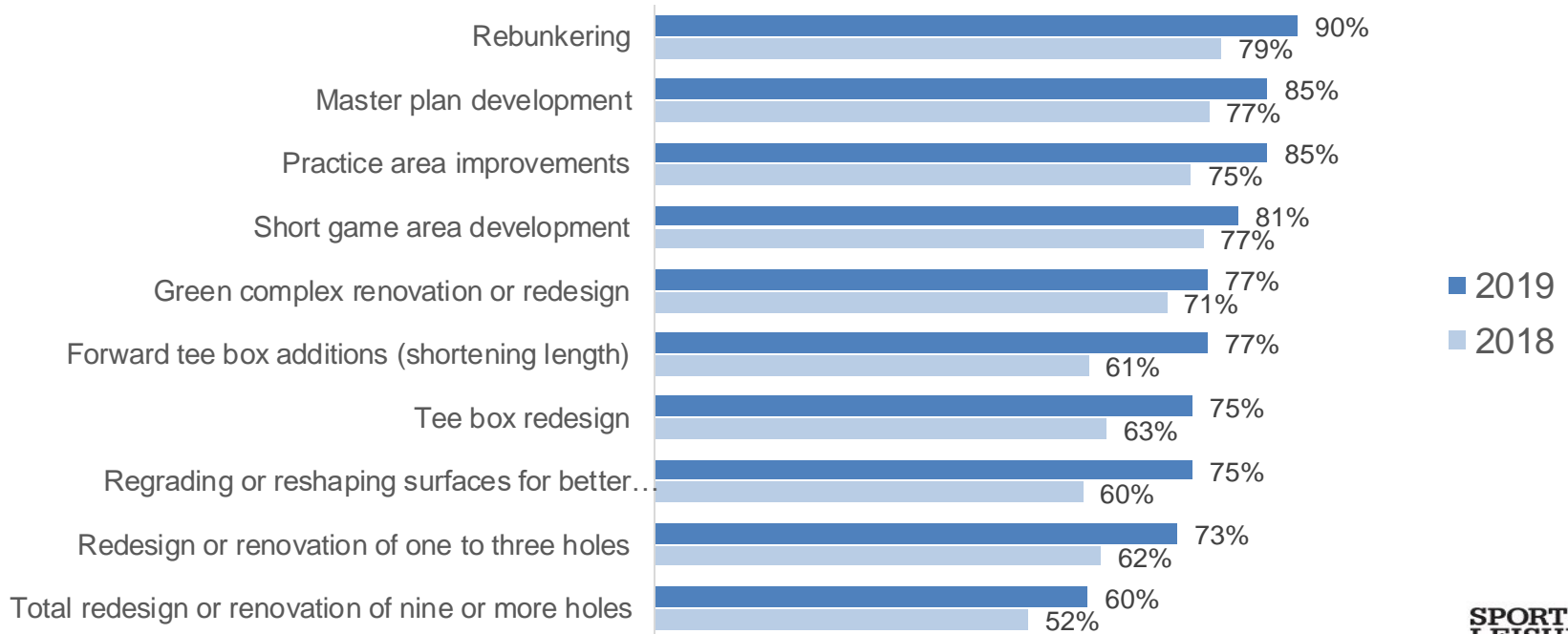
Which, if any, of the following potential enhancements would be of significant interest to your guests or members, and/or increase the usage of your operation?

| Would be of significant interest SUMMARY | PUBLIC | | PRIVATE | |
|--|--------|------|---------|------|
| | 2019 | 2018 | 2019 | 2018 |
| Golf course renovation | 39% | 40% | 47% | 37% |
| An enhanced food and beverage experience | 33% | 31% | 36% | 33% |
| Expanded Junior golf programs | 30% | 36% | 37% | 33% |
| Club house renovation | 25% | 30% | 29% | 32% |
| Family programming | 23% | 27% | 31% | 28% |
| Online tee time reservations | 30% | 23% | 17% | 20% |



A greater number of architects are working on a more diverse range of projects

Please indicate which of the following you have been involved with over the past 24 months



Renovation Innovations and Trends

Many of Japan's golf courses built during the construction boom of the 1980s and 1990s are now reaching an age where infrastructure improvements and renovations are necessary

- Innovation in course design & construction now focused on efficiency and sustainability
- Irrigation, drainage systems, maintenance equipment & practices, bunker construction
- Bunker lining systems, with many options such as:
 - Bunker Solutions
 - Sand Trapper
 - Better Billy Bunker

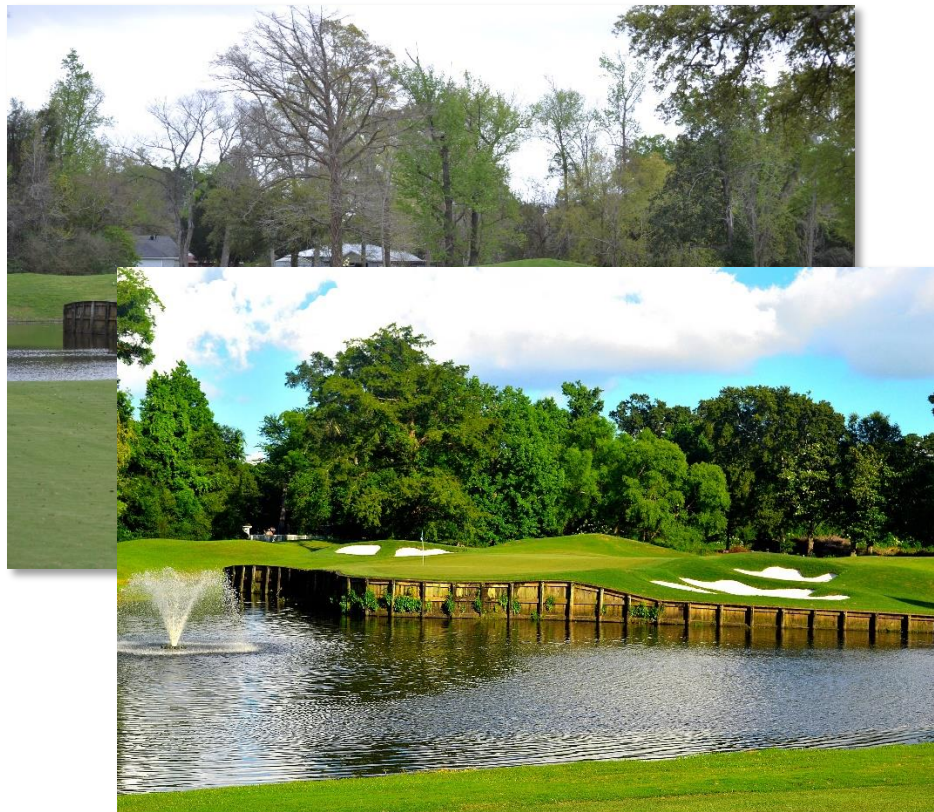


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BUNKER REDUCTION

In an effort to improve maintenance efficiency by reducing labor cost, many clubs are reducing their bunker footprint

- Done properly, improved maintenance efficiencies without altering playability and design intent
- In concert with lining system, dramatic improvement in drainage and lifespan
- Typically, reductions is achieved through eliminating bunkers or by breaking large expanses of sand into smaller pieces



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BUNKER RENOVATION & REVITALIZATION

Bunker reductions provide opportunity to refresh, update or revitalize the aesthetics of their course through new design or restoration



Renovation Innovations and Trends

TURF REDUCTION

Resource management continues to be a prime component of golf course sustainability. To reduce outputs and maintenance costs, many clubs are looking to minimize turf acreage.

- Originating in the desert southwest of the U.S. for water conservation, this trend has spread throughout the country
- Water and fuel conservation, minimizing fertilizer and chemical applications, establishment of wildlife habitat
- Done properly, turf reduction does not result in increased difficulty, as most courses have significant areas under regular maintenance that are out of play.



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PUBLIC/PRIVATE PARTNERSHIPS

As continued urbanization and reduce open spaces, public agencies are looking to partner with golf courses for many reasons, including:

- Stormwater detention
- Stormwater conveyance
- Youth recreation
- Wildlife & environmental restoration
- Resource management



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TEE INITIATIVES

Many clubs are now looking to provide greater flexibility and choice in tee locations and options

- Shorter, not longer
- Lengthening courses targets less than 5% of players
- Enjoyment, not difficulty
- Can allow a regulation course to be played as a short course
- Longleaf Tee Initiative

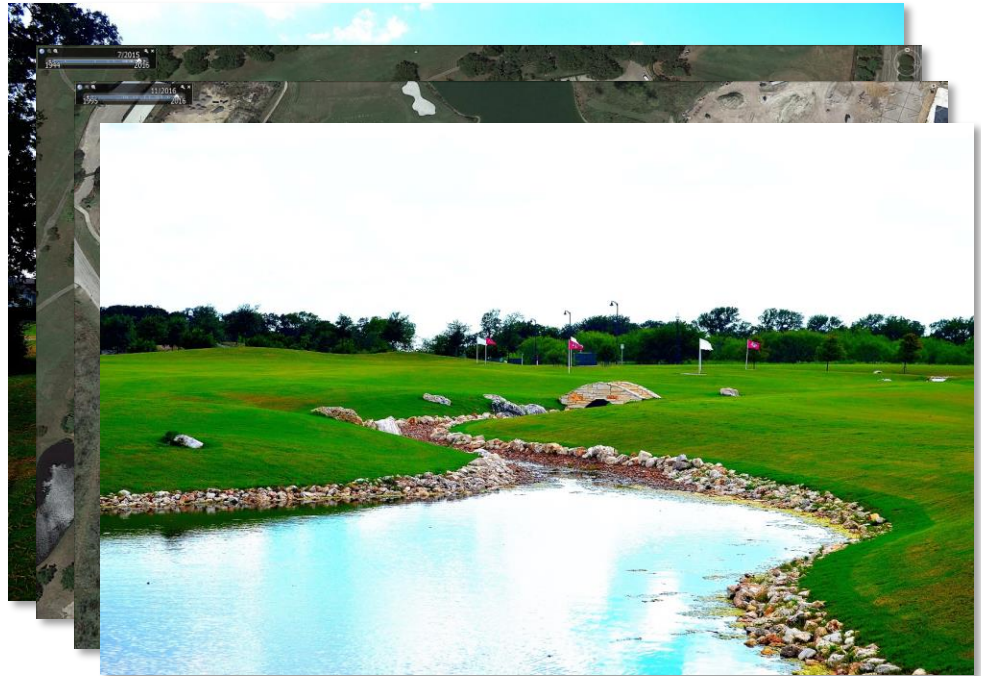


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ALTERNATIVE FACILITIES

Facilities are looking to enhance golfer experience and create tremendous flexibility in the golf course operations

- Short-game areas
- Multi-use practice facilities can double as short courses
- These areas can also be used for non-golf-related events
- Short loops within the golf course routing creates flexibility for players with less time and offers alternative pricing options



The Path Forward

To remain relevant, viable and prosperous, golf development must:

- Update and modernize facilities to:
 - Be more attractive to potential customers
 - Be more efficient & sustainable to operate
 - Create economic success for owners & operators
- Create experiences that encourages customers remain longer (particularly in the U.S.)
- Continue to address and lead environmental & sustainability issues
- Communicate golf's positive physical, social and economic impacts to communities





Thank you!
QUESTIONS?