

1ヤードあたりの利益

フォレスト・リチャードソン
ASGCA

5th Golf Innovation Symposium

USGA®

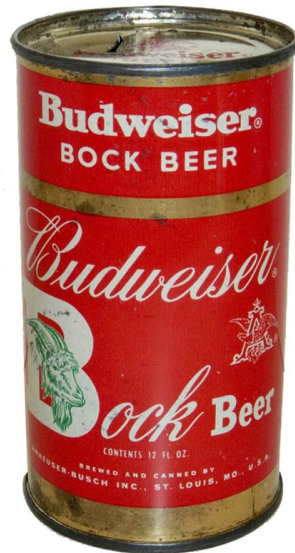
“何かを測定できなければ、それを理解することはできません。あなたがそれを理解できないならば、あなたはそれを制御することができません。制御できないのであれば、改善することはできません。”

— DR. H. JAMES HARRINGTON



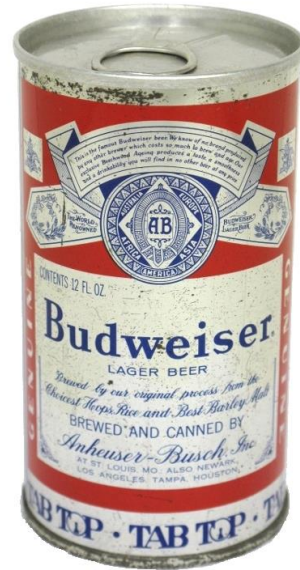
1940

86g



1950

75g



1967

55g



1972

35g



1985

28g



2018

13g

昨今のビール缶は、1950年の1/5の重さです。
しかし多くの点で優れています。



現代では、より少ない材料とエネルギーを使って、より多くの商品とサービスを生産しています。

1単位のGDPを生産するのに使用される質量の比率は、150年間低下しています。



1900



2010

ゴルフはhowですか？





150エーカー/ 60ヘクタール、
7,000ヤード、パー72のコース
の先を思い描くときではありませんか？

ゴルフコースはどのように違うのか

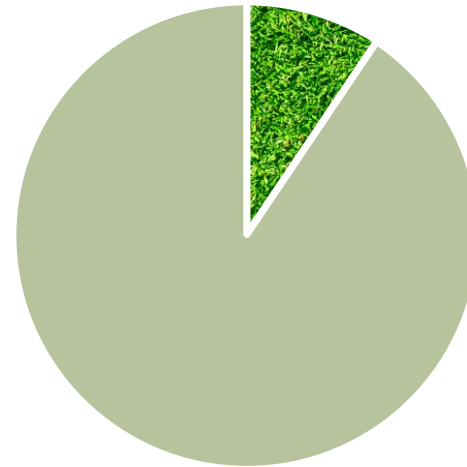
收入



メンテナンス費用



管理された芝のエリア



プレーに要する時間



長さ



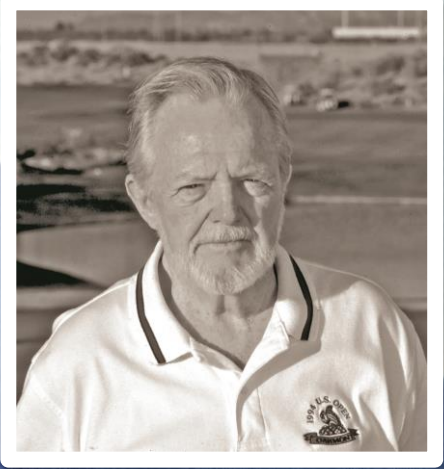
長さ は私たちがゴルフの潜在的利益を測定する方法の鍵となるかもしれない。

長さ

- 不動産コスト
- コースの総面積
- 芝の量
- 水の使用
- メンテナンス費用
- プレーに要する時間
- 建設に使用された質量



Mountain Shadows



SCOTTSDALE (PHOENIX) ARIZONA

SCOTTSDALE (PHOENIX) ARIZONA

Mountain Shadows

Mountain Shadows



Mountain Shadows

**THE WEST'S
NEWEST
AND MOST
LUXURIOUS
ALL YEAR RESORT**

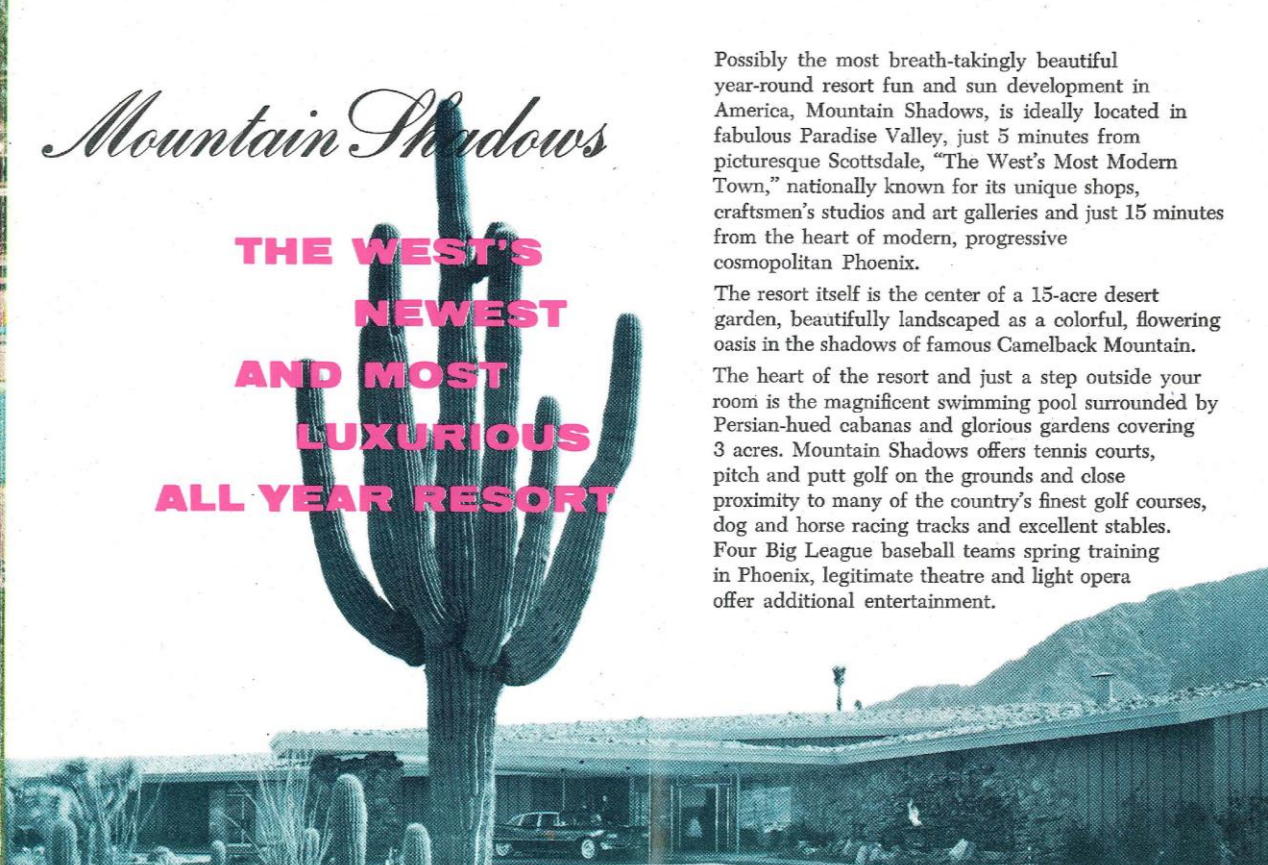
Possibly the most breath-takingly beautiful year-round resort fun and sun development in America, Mountain Shadows, is ideally located in fabulous Paradise Valley, just 5 minutes from picturesque Scottsdale, "The West's Most Modern Town," nationally known for its unique shops, craftsmen's studios and art galleries and just 15 minutes from the heart of modern, progressive cosmopolitan Phoenix.

The resort itself is the center of a 15-acre desert garden, beautifully landscaped as a colorful, flowering oasis in the shadows of famous Camelback Mountain.

The heart of the resort and just a step outside your room is the magnificent swimming pool surrounded by Persian-hued cabanas and glorious gardens covering 3 acres. Mountain Shadows offers tennis courts, pitch and putt golf on the grounds and close proximity to many of the country's finest golf courses, dog and horse racing tracks and excellent stables. Four Big League baseball teams spring training in Phoenix, legitimate theatre and light opera offer additional entertainment.

ALL YEAR EUROPEAN PLAN RESORT HOTEL

5641 Lincoln Drive, Paradise Valley, Scottsdale
Telephone: Whitney 5-4561





This is Mercury 1965
...in the
Lincoln Continental tradition

Solid	Quiet	Distinguished
-------	-------	---------------

It's a new kind of Mercury... a new class of Mercury... built in the Lincoln Continental tradition. The beautiful proportions are different from any Mercury you have ever seen. The wheelbase is long-

er. The ride, solid and quiet. The comfort, superb. And you also have a choice of four elegant roof styles including

Breezeway Design (shown). We believe this Mercury is everything you want your next car to be. Drive it soon.

Awarded
year's top
honor



Mercury

Walt Disney's Magic Skyway at the Ford Motor Company Pavilion, New York World's Fair

From the ranches of Arizona
to South of the Border...

**DESPERATE DANGER
AND A TRAIL
OF TERROR!**



SQUAD CAR

STARRING
VICI PAUL DON
RAAF · BRYAR · MARLOWE

PRODUCED AND DIRECTED BY ED LEFTWICH
STORY AND SCREENPLAY BY E. M. PARSONS AND SCOTT FLOHR

A FUTURAMIC PRODUCTIONS, INC.
RELEASED BY 20th CENTURY FOX



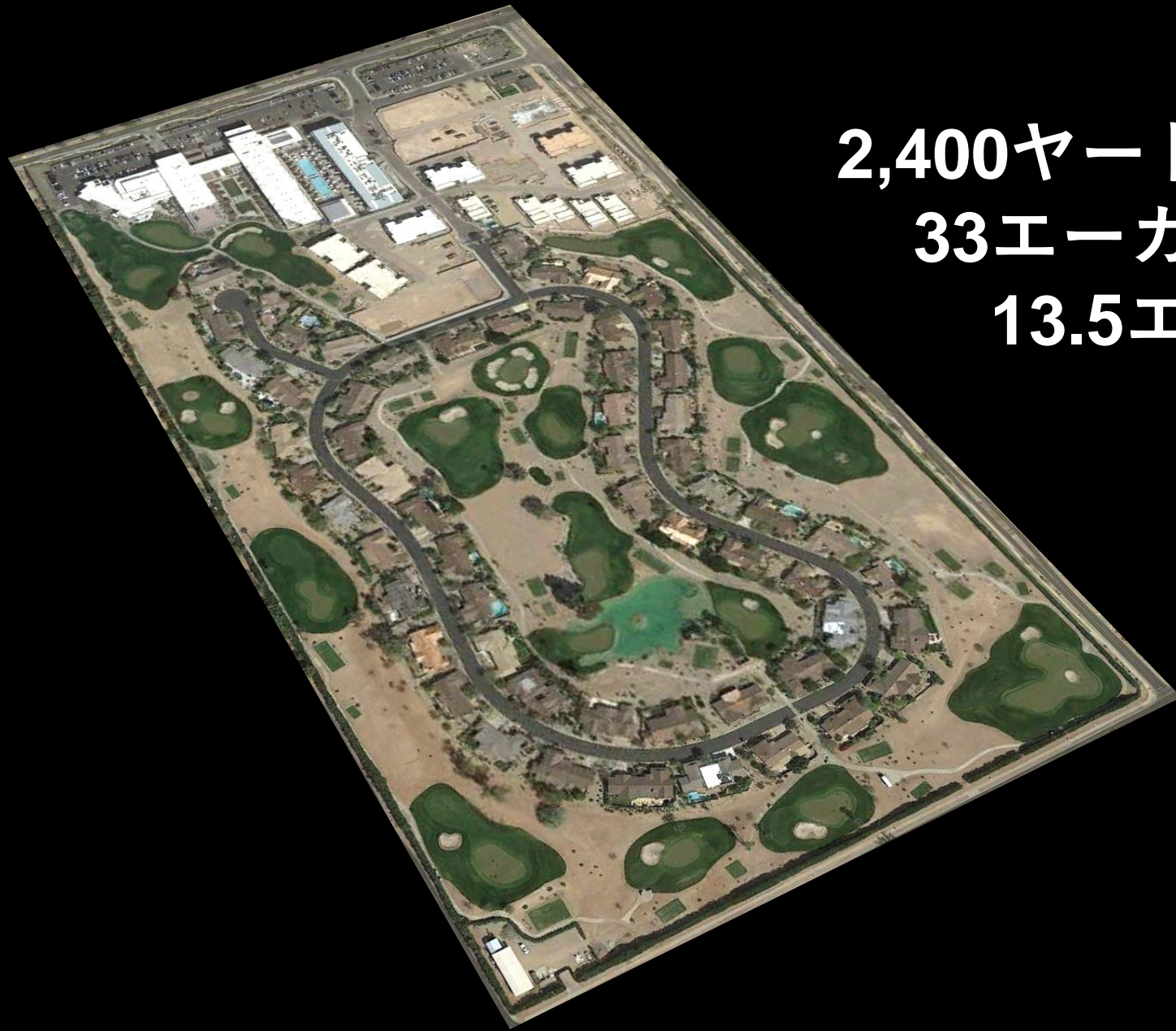












2,400ヤード

33エーカーの土地

13.5エーカーの芝地



GOLF COURSE ARCHITECT

Forrest Richardson

Forrest Richardson, ASGCA

ORIGINAL DESIGN

(c. 1961)
Arthur Jack Snyder, ASGCA
(1917–2005)

GOLF COURSE SUPERINTENDENT

Ron Proch, GCSAA

DIRECTOR OF GOLF AND CLUB OPERATIONS

Tom McCahan, PGA

5445 EAST LINCOLN DRIVE
PARADISE VALLEY, AZ 85253

877.725.6029

SHORTCOURSEPV.COM



COURSE RULES

Carts are to remain on paths at all times.
Observe friendly golf etiquette & play with good pace.
Golfers are responsible for their miss-hit shots and any resulting damages.

USGA rules govern all play except where modified by the following:

A ball coming to rest on any non-turf area (except in a hazard) may be played as it lies or dropped to the nearest turfed area under penalty of one stroke (Desert Rule).

Out-of-bounds are defined by white stakes and by all perimeter walls, fences and concrete paths bordering the course where stakes are not present.

Water hazards are defined by the outer edges of rock or concrete borders.

Drop areas must be used where established.











ショートコース

伝統的な18ホール基準のコースとの比較

長さ

伝統的な 18ホール基準のコース (7,000 yards)

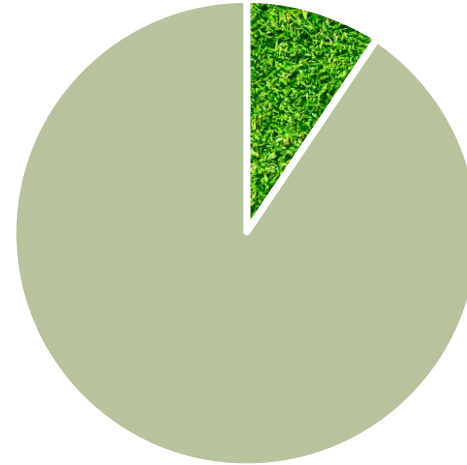


ショートコース (2,400 yards)

管理された芝のエリア



伝統的な 18ホール基準のコース
(90エーカー / 36ヘクタール)



ショートコース
(13.5エーカー / 5.5ヘクタール)

プレーに要する時間



伝統的な18ホール基準のコース
(4.5時間)



ショートコース
(2.50時間)

Camelback - Padre

7847 Mockingbird Lane Scottsdale, AZ 85253 | [Get Directions](#)

BOOK NOW



Course Architect: Red Lawrence

Tees	Par
Black	72
Red	72
Orange	72

Course Amenities

- Pro Shop
- Putting Green
- Locker Room

Please confirm with course.

PHOTOS MAP

Share: [f](#) [t](#) [g+](#)

Camelback Golf Club is located in Scottsdale, Arizona, a short three miles from the JW Marriott Scottsdale Camelback Inn Resort & Spa at 7847 North Mockingbird Lane. The club is one of Arizona's original gems, featuring 36 holes of championship golf. Artfully designed

[Read More](#)

Search Tee Times

09/28/2017

Time

Number of Players

DEAL TIMES

49% OFF

\$30.00

~~\$59.00~~

2:30 PM

2-4 Players

54% OFF

\$46.00

~~\$99.00~~

6:40 AM

1-4 Players

54% OFF

\$46.00

~~\$99.00~~

6:50 AM

1-4 Players

54% OFF

\$46.00

~~\$99.00~~

7:00 AM

1-4 Players

Mountain Shadows

5445 E. Lincoln Dr. Paradise Valley, AZ 85253 | [Get Directions](#)

BOOK NOW



Course Architect: Forrest Richardson

Tees	Par	Yardage	Slope	Rating
Back	54	2310		
Middle	54	2065		
Forward	54	1735		

[View Full Scorecard](#)

Course Amenities

- Pro Shop
- Putting Green
- Club Rental
- Food
- Beverage
- Carts Available

Please confirm with course. [View More](#)

PHOTOS MAP

Share: [f](#) [t](#) [g+](#)

Originally designed by Arthur Jack Snyder, The Short Course has been completely re-envisioned by golf course architect Forrest Richardson, who worked with Snyder for more than 25 years. The course is set in the shadow of Camelback Mountain in scenic Paradise

[Read More](#)

Search Tee Times

09/28/2017

Time

Number of Players

DEAL TIMES

43% OFF

\$20.00

~~\$35.00~~

11:00 AM

2-4 Players

43% OFF

\$20.00

~~\$35.00~~

11:50 AM

2-4 Players

\$35.00

7:00 AM

1-2 Players

29% OFF

\$25.00

~~\$35.00~~

8:00 AM

1-4 Players

\$35.00

8:10 AM

1-4 Players

\$35.00

8:20 AM

1-4 Players



1ヤードあたりの収入

GREEN FEE MATRIX COMPARISON

Dollars per Yard

Course	Competition			66% fewer yards				
	Fee Inc Cart Fee	Yards	\$/Yard	Less		With Cart		W/O Cart
				Cart Fee	Yards	\$/Yard	\$/Yard	
Course A	\$40.00	6,800	\$0.0353	\$25.00	2,310	\$0.0541	\$0.0498	
Course B	\$99.00	6,800	\$0.0293	\$0.00	2,310	\$0.0433	\$0.0390	
Course C	\$50.00	6,800	\$0.0221	\$5.00	2,310	\$0.0368	\$0.0325	
Course D	\$39.00	6,800	\$0.0204	\$0.00	2,310	\$0.0346	\$0.0303	
Course E	\$25.00	6,800	\$0.0184	\$5.00	2,310	\$0.0325	\$0.0281	
Course F	\$0.00	6,800	\$0.0147	\$0.00	2,310	\$0.0260	\$0.0216	
Course G	\$75.00	6,800	\$0.0110	\$0.00	2,310	\$0.0173	\$0.0130	
Course H	\$0.00	6,800	\$0.0074	\$0.00	2,310	\$0.0130	\$0.0087	

Dollars per Minute

Course	Competition			Takes 4.4% less time.				
	Fee Inc Cart Fee	Minutes	\$/Minute	Less		With Cart		W/O Cart
				Cart Fee	Minutes	\$/Minute	\$/Minute	
Course A	\$40.00	270	\$0.89	\$25.00	150	\$0.83	\$0.77	
Course B	\$99.00	270	\$0.74	\$0.00	150	\$0.67	\$0.60	
Course C	\$50.00	270	\$0.56	\$5.00	150	\$0.57	\$0.50	
Course D	\$39.00	270	\$0.51	\$0.00	150	\$0.53	\$0.47	
Course E	\$25.00	270	\$0.46	\$5.00	150	\$0.50	\$0.43	
Course F	\$0.00	270	\$0.37	\$0.00	150	\$0.40	\$0.33	
Course G	\$75.00	270	\$0.28	\$0.00	150	\$0.27	\$0.20	
Course H	\$5.00	270	\$0.20	\$0.00	150	\$0.20	\$0.13	

メンテナンス費用



伝統的な18ホール基準のコース
(60万ドル)



ショートコース
(35万ドル)

財政的機会を測定する
方法として長さを使用する

1ヤードあたりの収入

1ヤードあたりの費用

1ヤードあたりの利益

1ヤードあたりの収入 (年間)

伝統的な
コース

30,000 rounds

x \$80

=

\$2,400,000

÷

7,000 yards

=

\$343

ショート
コース

40,000 rounds

x \$40

=

\$1,600,000

÷

2,400 yards

=

\$667

1ヤードあたりの費用 (年間)

伝統的な
コース

$$\begin{array}{r} \$1,337,000 \\ \div \\ 7,000 \text{ yards} \\ = \\ \underline{\$191} \end{array}$$

ショート
コース

$$\begin{array}{r} \$730,000 \\ \div \\ 2,400 \text{ yards} \\ = \\ \underline{\$292} \end{array}$$

1ヤードあたりの利益



1ヤードあたりの収入
1ヤードあたりの費用

伝統的な
コース

ショート
コース

\$343

\$667

\$152

\$292

1ヤードあたりの利益¹

\$191

\$375

¹ 推定保守/運用コストに基づいて調整 (年間)

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