



CALIFORNIA ALLIANCE FOR GOLF

ROBERT L. BOUCHIER
EXECUTIVE DIRECTOR

FOR RELEASE: November 18, 2008

CONTACT: Richard Wiebe
916.448.4234

BOARD OF DIRECTORS

PRESIDENT
TED HORTON
CGCOA

VICE PRESIDENT
PAUL MAJOR
AMERICAN GOLF

SECRETARY
KEVIN HEANEY
SCGA

TREASURER
CHRIS THOMAS
NCPGA

DAVID BILL
NCGA

BRUCE WILLIAMS
CGCSA

TOM SCHUNN
CMAA

Golf Industry Contributes \$6.9 Billion Annually to California Economy

More than Biotech; Comparable to Wine, Semiconductors

PEBBLE BEACH – California's three million golfers, and the courses, suppliers, and activities they support, annually pump \$6.9 billion into the state's economy. According to SRI International, an independent research firm, this puts the golf industry on par with biotechnology (\$4.6 billion), wineries (\$8.2 billion) and semiconductor manufacturing (\$10.9 billion).

When indirect impacts are included—such as the goods and services purchased by golf courses and by golf employees from other sectors of the economy—the total direct and indirect economic impact of the golf industry in California is estimated at \$15.1 billion.

Charitable contributions attributable to the game of golf are estimated at \$324.3 million in 2006, which includes money raised at local golf club events, celebrity-sponsored charitable events as well as money raised at the 16 professional tournaments sponsored by the PGA TOUR, Champions Tour, and Nationwide Tour in 2006. The United Way, the Make-A-Wish Foundation, Boys and Girls Clubs and local youth programs, hospitals and charitable foundations are among the charities helped by those tournaments. Additionally, the Irvine-based Tiger Woods Foundation, together with numerous First Tee chapters across the state, support youth character development and introduction to the game of golf.

“Golf is not only the game of choice for millions of Californians, it is an important source of jobs, tax revenue and charitable giving, all of which contribute to California's economy and its quality of life. For the first time, we have a credible analysis that identifies the range of businesses associated with golf and quantifies the extent of its reach into the economy of our state,” said Bob Bouchier, executive director of the California Alliance for Golf, the study's principal sponsor.

The California Alliance for Golf is a trade association of golf course owners, managers and superintendents; professional golfers; equipment manufacturers and golf associations, such as California sections of the Professional Golf Association and the Northern and Southern California Golf Associations.

In terms of annual revenue, golf course facilities operations is the largest component of California's golf industry at \$2.8 billion. This includes greens fees, range fees, membership fees, golf cart rentals and food and beverages. SRI

3200 LOPEZ ROAD
PEBBLE BEACH
CALIFORNIA 93953
TEL 831-625-4653
FAX 831-625-0150
WWW.CAGOLF.ORG

found that California's golf facilities generated revenues comparable to all other spectator sports in the state combined—football, baseball, basketball, hockey, and soccer. These five sports generated revenues of \$3.1 billion in 2006 inflation-adjusted dollars.

Investments in new course construction, renovation and improvements totaled \$325 million in 2006. These capital outlays create jobs in design, construction and turf maintenance and often involve significant purchases of equipment and supplies from companies in California.

Many of golf's most popular equipment and apparel companies—including Acushnet, Ashworth, Callaway Golf, Cleveland Golf and TaylorMade-Adidas Golf—have design, research and development, and manufacturing operations in California. In 2006, these and other golf goods manufacturers shipped \$795 million of golf products—clubs, bags, shoes, balls and apparel out of state. California retailers and golf facilities earned \$157 million margin on the sale of golf-related products in 2006.

California hosted 16 professional golf championships in 2006 including seven PGA TOUR events, four Champions Tour events, two Nationwide Tour events and three LPGA events. Golf tournaments in California generated approximately \$95.8 million in revenues in 2006, excluding the tournament purses and costs for TV broadcasting.

As the nation's largest state in terms of both population and golfers, California boasts a large number of active golf associations including the Northern and Southern California Golf Associations, Northern and Southern California sections of the PGA, and northern and southern California-based women's golf associations. There are also multiple chapters of the California Golf Course Superintendents Association, the California Club Managers Association, the California Senior Golf Association, and the Junior Golf Association. As noted earlier, the Tiger Woods Foundation and First Tee are also active in the state. California golf associations generated \$41.4 million in revenues in 2006.

The study and executive summary may be found on the California Alliance for Golf Web site at www.cagolf.org.

###