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Issue Sponsor:



From pass-along revenue approaching \$1 billion a year and almost 10,000 jobs, to a higher return on water usage than agriculture, golf in Utah is good business for the state

Frances Johnson
The Enterprise

Most people know Utah is a great place to hit the slopes, but it's also a great place to hit the links and golf is a major contributor to the state's economy.

According to a 2012 report commissioned by the Utah Golf Association — the most recent data available — golf contributed a direct and indirect economic output of \$805.6 million, including \$250.1 million in wages for 9,625 golf-related jobs.

“Utah is known for as a top state when it comes to outdoor recreation and the golf here reflects that,” said Jacob Miller, executive director of

the Utah Golf Association. “Utah has one of the highest percentages of public golf courses in the country, with people able to play around 85 percent of the courses in the state. In addition, the quality and affordability of public golf courses in Utah is tremendous compared to many places around the country.”

The 2012 report, conducted by California-based Stanford Research Institute, puts Utah's golf industry on par with the more well-known ski industry in terms of both participation and economic output. Golfers played 3.7 million rounds of golf that year, while skiers made 4 million day visits. Golf fills a complementary role to skiing, Miller said, and the 120 golf courses around the state provide a

wide variety of scenery and styles — from alpine to city to rural locations for both public and private courses.

In terms of economic footprint, golf in Utah also brings in more than non-recreational industries, including medical devices manufacturing (\$262.2 million) and basic chemical manufacturing (\$259.7 million), and generates more revenue than all the professional spectator sports in the state combined.

While the \$805.6 million figure includes both direct and indirect revenue — with indirect revenue including enabled industries such as real estate and hospitality — just the core

see **BUSINESS** pg. **F7**

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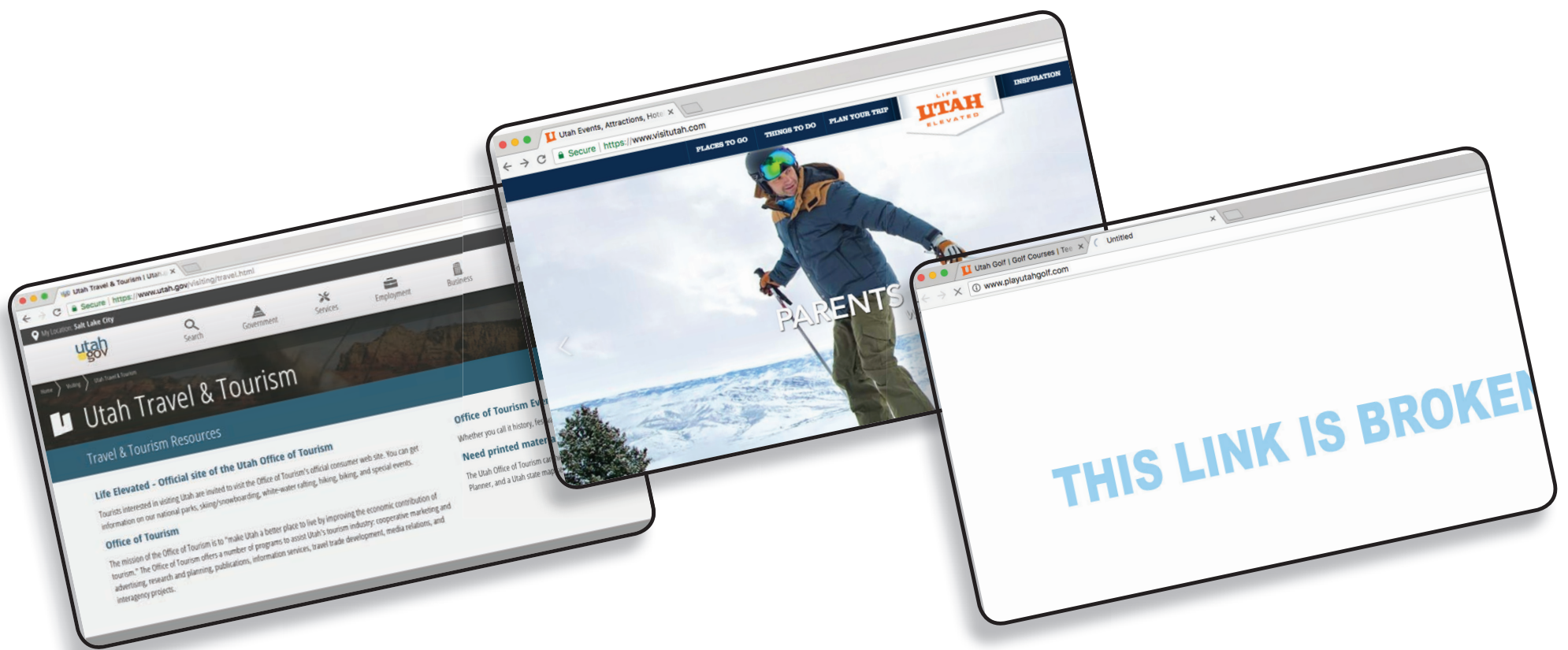
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Do folks play golf in Utah?

Making the case for updating the state's tourism websites

Are there any golf courses in Utah? You would have a hard time finding much about them on a state-run web page.

During my recent visit to the award-winning site utah.gov, I surfed as a potential visitor looking for information about outdoor recreation in the state. I clicked the “Visiting” icon and the “Sports and Recreation” link. On this page, there were zero references to golf as a sport, golf as a recreation destination or the word “golf” at all. There were six links to state parks. There was a link to every college in Utah. There were 17 distinct links to the skiing industry, including a link to every privately owned ski resort in Utah. There were two or three Olympics-related links, links to the major sports arenas — and that’s about it.

“Sports and recreation” was a dead-end page as far as golf was concerned, but definitely a lobbying win for the ski industry.

For my next attempt, I visited the “Official Site of the Utah Office of Tourism,” located online at www.visitutah.com. This website looked deceptively modern and helpful, having an interesting page called “Itineraries.” This page let me select from a dropdown menu of items,

including Adventure, Cycling, Eating, Family, Hiking, History, Photography, Scenic Drives, Sightseeing, Skiing, Solitude, Stargazing and Winter Sports — a seemingly all-encompassing list of things that also didn’t include golf. Each itinerary had a rich photo accompanying it depicting interesting activities such as fishing, skydiving, rafting, off-roading and horseback riding.

There was even one itinerary called “Base Camp Green River” with a photo that looked like a pond on the Green River Golf Course — but with absolutely no listing of golf in the itinerary!

At this point I started thinking, “Is the state intentionally editing all references to golf from their marketing?” (I couldn’t even find references to their own state-run courses.)

In May 2014, Gov. Gary Herbert declared the month as “Utah Golf Month.” He held a ceremony and posted these facts on his blog: “Utah’s golf industry: Generates \$805 million per year into our economy; Supports more than 9,600 jobs; ... Draws tourists from across the county and around the world, generating more than \$91 million in golf-related spending; Is as great or greater than all our professional sports in Utah combined.”

By comparison, \$1.3 billion is

what the skiing industry claimed to generate that year. You’d think those numbers would earn golf a little more respect from official sources. Or, at least a link on a tourism or recreation homepage.

But you’d be wrong.

Determined to find something about golf on visitutah.com, I clicked “Things to Do, Outdoor Recreation.” Boom, there it was! After scrolling halfway down the page, I found 15 photo links to various activities, including one box named “Golf.” I eagerly followed the link to find a mostly text page with as many references to skiing as to golf. Near the bottom of the page I found two intriguing links. One was a PDF download of all the courses in Utah. It hadn’t been updated since 2004 and was missing several new courses. Second, I found what looked to be the holy grail: a link to yet another site called “playutahgolf.com.” There it was — the link that should have been on the utah.gov Sports and Recreation page to begin with. I eagerly moved my mouse over the link, anticipating a full-blown site featuring Utah’s diverse golf course destinations — from the jaw-dropping desert beauty of Southern Utah to the mountain vistas of the north. I gently clicked on the link — and — it was broken.

So, it’s settled. Golf is chopped

liver in the eyes of the Utah Office of Tourism. In other states, golf is promoted as a major excursion to draw in visitors. California, Arizona, Nevada, Idaho and Colorado all understand that visitors like to golf when they vacation — and their state webpages reflect it. They understand that, even if golf is not the primary draw for out-of-towners, it is certainly a time filler for many visitors in between tours of state and national parks. Plus, it is absolutely a draw for locals to move around the state trying out different courses.

It’s astounding how poorly golf is represented on the Utah state websites.

Herbert recently announced his desire to boost local tourism across the state, asking the legislature for \$22.5 million to market the state. There is a case to be made for why we should heavily emphasize the approximately 120 statewide golf courses in state tourism marketing. For many small communities and cities, the golf course is a major — if not the only — tourist draw to their area. They are a consistent and measurable boon to the outdoor recreation economy in Utah. Plus, they make photogenic sub-



ZACHARY ALAND

ALAND

from page F3

jects for marketing!

I hope governor Herbert gets his wish for more tourism marketing dollars for Utah communities. Let's

promote the state's hidden gems and not-so-hidden gems, including the golf courses that provide green space and outdoor recreation to "more than 100 Utah communities." With more equality to winter sports and outdoor recre-

ation in state tourism marketing, I have no doubt golf could generate \$1 billion per year into the economy.

That's no small feat and should earn golf a front-page button alongside skiing and state parks, instead of broken links and back page marginalization.

Zachary Aland is president and co-owner of Axxion Development LLC, a golf course management company headquartered in Ogden. He has been general manager of Remuda Golf Course and Crane Field Golf Course and has a business management degree from the University of Utah.



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11. Starting a round with strangers, ending as old friends
12. Going over your round with someone who is actually listening
13. Holing a long putt that you saw all along
14. Getting a lesson from your big brother
15. A new tip and a large bucket of balls
16. That one swing thought for the day
17. Watching your Grandma hit it straighter than you
18. Taking your medicine and grinding it out
19. Entering the green as you would a temple
20. The vibration of the sweet spot
21. Sunrise over the first tee as the morning mists part and the emerald green fairway rises
22. The crack of a tree as your ball flies OB and then kicks back in and down the fairway
23. A 2-foot putt for birdie
24. Wading into the lake barefoot
25. Backspin
26. Standing silent for your partner's putt
27. Checking your swing in any reflective surface
28. The walking
29. Playing the first round with your father
30. Playing the last round with your kid
31. Playing until you can't see the ball
32. Playing on anyway
33. Playing a course in your mind when you can't go to sleep
34. The callous on your third finger
35. The clubs that are always in the trunk of your car
36. Hovering fog on a driving range at night
37. Finishing a round with the same ball you started with
38. Putting everything out
39. Raking the bunker when you're done
40. Seeing the ball go into the hole before you hit it
41. The honor box at the public golf course
42. Playing 18 with one or two clubs
43. The spark that comes off your driver at sundown
44. Playing without keeping score
45. Throwing up four balls on the first tee to see who you're playing with
46. Starting a new nine
47. Having a lucky shirt or hat
48. The freshly cut cup
49. Dawn Patrol
50. The handshake when it's over

Here's hoping your 2018 golf season will give you many of these gifts.



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BUSINESS

from page F1

golf industries — including course operations and capital investments, golf-related supplies and tournaments — represented \$243.2 million in 2012. Tournaments are an especially big draw, Miller said, for both locals and out-of-staters.

“Utah’s amateur golf tournament scene is one of the strongest around the country,” he said. “You can play in a golf tournament almost every weekend throughout the year and almost every day throughout the summer months. If you like to play competitively or semi-competitively, Utah will give you ample opportunities to do so.”

For some people, these numbers aren’t enough. Some critics claim that taxpayers are subsidizing public golf courses that are recording annual losses. The Utah Division of Parks and Recreation reported that the four state park courses

— Green River, Palisade, Soldier Hollow and Wasatch Mountain — lost revenue in fiscal year 2013.

Golf advocates, including the Utah Golf Association, advocate taking the long view when it comes to building and maintaining golf courses. Just because a course is losing money this year doesn’t mean that will always be the case, they argue, and courses have to offer competitive prices to attract new players and retain existing ones. In fact,

Miller said, the golf industry in Utah is robust enough that new courses are being built, including one near Sand Hollow Resort in Washington County called Copper Rock.

The other major criticism of the golf industry in Utah is the impact it has on natural resources, including land and water availability. But the industry has a response for that, too. According to the 2012 report, golf courses represent almost 4 percent of turf grass in the state, but they use

only 0.65 percent of diverted water in the state, meaning golf provides a much higher return on water usage than water-diverting agriculture, for example.

“Water usage is something that golf courses are very conscious about,” Miller said. “One example of water consciousness is Salt Lake City courses switching from culinary water to reclaimed water on the golf courses.”

Despite currently flat or declining revenue cited by

some critics, the multiplier effect of Utah’s golf industry remains strong, according to the 2012 report.

As the report states, “Golf’s impact on Utah’s economy includes both the direct effects of economic activity in the core and enabled golf industries, as well as the indirect and induced (or multiplier) effects on other industries in the state economy. In economics, the idea of the multiplier is that changes in the level of economic activity in one industry impacts other industries throughout the economy. For example, a fraction of each dollar spent at a golf course is, in turn, spent by the golf course to purchase goods and services for golf course operation — these are indirect effects. In addition, golf course employees spend their disposable income on personal goods and services and this stimulates economic activity in a myriad of other industries.”

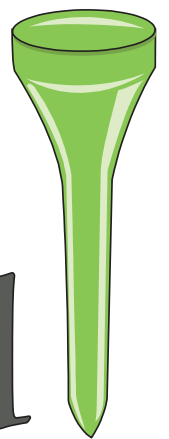
In other words, golf is big — and good — business for Utah.



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List Development Laneace Gregersen | laneace@slenterprise.com

Course Name Address	Phone Web	Slope (Back Tees)	Rating (Back Tees)	Par (Back Tees)	Tournaments Hosted 2017	Greens Fees per 18 Holes	Private or Public	Total Yardage Tips	Total Yardage Whites	Dress Code	Course Record	Amenities	Head Pro
1 Homestead Golf Course 700 N. Homestead Drive Midway, UT 84049	435-654-5588 craterspringsgolf.com	147	73.5	72	100	\$49	Public	7,095	6,085	N	62	Practice facility, restaurants, lodging rooms, meeting space	Chris Briscoe
2 Thanksgiving Point Golf Club 3300 W. Clubhouse Drive Lehi, UT 84043	801-768-7401 vanguardgolf.com	145	77.6	72	136	\$89	Public	7,716	6,344	Y	62	Bistro Grill, meeting space	Mark Whetzel
3 Soldier Hollow Golf Course Silver 1370 W. Soldier Hollow Lane Midway UT, 84049	435-654-7442 soldierhollowgolf.com	142	74.2	72	87	\$14-\$36	Public	7,355	5,994	N	62	Large practice area, full-service restaurant	Chris Newson
4 Canyons Golf 4000 Canyons Resort Drive Park City, UT 84098	435-615-4728 parkcitymountain.com/golf	141	69.0	70	0	\$95	Public	6,035	5,534	Y	65	Restaurants, spa, lodging	Justin Johnson
5 Stonebridge Golf Club 4415 Links Drive West Valley City, UT 84120	801-957-9000 golfstonebridgeutah.com	139	74.2	72	94	\$32	Public	7,134	6,009	Y	64	Driving range, banquet room	Clark Garso
6 Park Meadows Country Club 2000 Meadows Drive Park City, UT 84060	435-649-2460 parkmeadowsgolf.com	138	74.8	72	*	*	Private	7,422	6,388	Y	62	Clubhouse, restaurant, locker room, pool, fitness, pickleball	Michael Manning
7 Riverside Country Club 2701 N. University Ave. Provo, UT 84604	801-373-8262 riversidecountryclub.org	136	73.1	72	20	\$85 WM	Private	7,142	6,380	Y	62	Tennis, pool, athletic club, dining, golf	Robert McArthur
(tie) Soldier Hollow Golf Course Gold 1370 W. Soldier Hollow Lane Midway UT, 84049	435-654-7442 soldierhollowgolf.com	136	75.0	72	87	\$14-\$36	Public	7,719	6,131	N	62	Large practice area, full-service restaurant	Chris Newson
9 Jeremy Ranch 8770 N. Jeremy Road Park City, UT 84098	435-649-2700 thejeremy.com	134	73.7	72	22	\$82	Private	7,129	6,494	Y	62	Full-service clubhouse, fitness facility, locker rooms, dining facilities, Nordic Trac	Jake Hanley
10 The Ranches Golf Club 4128 E. Clubhouse Lane Eagle Mountain, UT 84005	801-789-8100 theranchesgolfclub.com	133	73.1	72	24	\$46	Public	7,035	5,998	N	62	Full-service grill & beverage cart	Tele Wightman
11 Eagle Mountain Golf Course 960 E. 700 S. Brigham City, UT 84302	435-723-3212 eaglemountaingolf.com	131	71.7	71	15	\$30	Public	6,770	5,575	Y	62	Full driving range & two practice greens	Chris Marx
12 Bountiful Ridge Golf Club 2430 S. Bountiful Blvd. Bountiful, UT 84010	801-298-6040 bountifulridgegolf.com	129	70.6	71	45	\$32	Public	6,595	6,020	Y	59	Pro shop, practice facilities, restaurant, lessons available	Kent J. McComb
13 Eaglewood Golf Course 1110 E. Eaglewood Drive North Salt Lake, UT 84054	801-299-0088 eaglewoodgolf.com	128	70.1	71	68	\$44	Public	6,830	6,100	Y	63	New carts, range, cafe, rentals, instruction, leagues	Brent Moyes
(tie) Wasatch Golf Course Lake 975 Golf Course Drive Midway, UT 84049	435-654-0532 wasatchgolfcourse.com	128	72.0	72	115	\$14-\$36	Public	6,942	6,322	N	62	Large practice area, full-service restaurant	Chris Stover
15 Oakridge Country Club 1492 W. Shepard Lane Farmington, UT 84025	801-451-2281 oakridgecc.com	127	72.5	72	15	\$85 WM	Private	7,053	6,608	Y	61	Practice area, bar/restaurant locker room, pool	Rick Mears
16 Wasatch Golf Course Mountain 975 Golf Course Drive Midway, UT 84049	435-654-0532 wasatchgolfcourse.com	125	70.4	71	115	\$14-\$36	Public	6,459	5,787	N	62	Large practice area, full-service restaurant	Chris Stover
17 Meadow Brook 4197 S. 1300 W. Taylorsville, UT 84123	385-468-1500 slcountygolf.com	124	70.7	72	25	\$14-\$30	Public	6,710	5,805	N	*	*	Troy Watkins
18 Hobble Creek G.C. 94 Hobble Creek Canyon Road Springville, UT, 84663	801-489-6297 springville.org/golf	123	69.5	71	40	\$46	Public	6,406	5,820	Y	61	Snack bar, driving range, putting greens	Craig Norman
19 Sun Hills Golf Course 3185 N. Hills Drive Layton, UT 84041	801-771-4814 sunhillsgolf.com	122	69.9	71	40	\$42	Public	6,508	6,065	Y	61	Cafe, full driving range, putting & chipping greens	Mike Bicker
20 Crane Field Golf Course 3648 W. Cranefield Road Clinton, UT 84015	801-779-3800 cranefieldgolf.com	121	67	72	10	\$26	Public	6,300	5,139	N	61	18 holes with carts, practice range	Zachary Aland
21 Ben Lomond Golf Course 1800 N. Highway 89 Harrisville, UT 84404	801-782-7754 benlomondgolf.com	119	68.7	72	25	\$42	Public	6,176	5,778	N	58	GPS, golf carts, snack bar	Jeff Cliften
22 Remuda Golf Course 2600 W. 3500 N. Farr West UT, 84404	801-731-7200 remudagolf.com	103	67.7	72	10	\$28	Public	6,372	5,600	N	58	Cart rental, grass range, clubhouse	Zachary Aland



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	Course Name Address	Phone Web	Slope (Back Tees)	Rating (Back Tees)	Par (Back Tees)	Tournaments Hosted 2017	Greens Fees per 18 Holes	Private or Public	Total Yardage Tips	Total Yardage Whites	Dress Code	Course Record	Amenities	Head Pro
1	Coyote Springs Golf Club 3100 State Route 168 Coyote Springs, NV 89037	877-742-8455 coyotesprings.com	149	76.8	72	5	\$60- \$154	Public	7,471	6,215	Y	66	Restaurant on site	Karl Larcom
2	Falcon Ridge Golf Course 1024 Normandy Lane Mesquite, NV 89027	702-346-6363 golffalcon.com	138	71.6	72	*	\$120	Public	6,569	6,211	Y	62	Restaurant, putting greens	Rob Wursten
(tie)	Green Spring Golf Course 588 N. Green Spring Drive Washington, UT 84780	435-673-7888 greenspringgolf course.com	138	73.5	72	3	\$45	Public	6,859	6,417	N	62	Within 40 minutes of Zion National Park	Nick Neeley
(tie)	Oasis Golf Club Oasis 100 Palmer Lane Mesquite, NV 89027	702-346-7820 theoasisgolfclub .com	138	71.5	71	*	\$135	Semi- Private	6,403	5,832	Y	65	Grille Room, members lounge & bar, locker rooms	Adam Schwartz
5	Conestoga Golf Club 1499 Falcon Ridge Ridge Parkway Mesquite, NV 89034	702-346-4292 conestogagolf.com	137	74.9	72	*	\$59- \$175	Public	7,232	5,889	Y	66	18-hole championship course, full-length practice facility, golf shop, restaurant & beverage car	Scott Ballif
(tie)	Sand Hollow Championship 5625 W. Clubhouse Drive Hurricane, UT 84737	435-656-4653 sandhollowresorts .com	137	73.7	72	*	\$155	Public	7,315	6,462	Y	63	Practice bunker complex, clubhouse	Adam Jasperson
7	Coral Canyon Golf Course 1925 N.Canyon Greens Drive Washington, UT 84780	435-688-1700 coralcanyonogolf .com	136	74.2	72	12	\$60- \$120	Public	7,200	5,993	Y	61	Restaurant, full bar, practice facilities, lessons, full pro shop	Marco Leoni
8	The Hideout Golf Club 648 S. Hideout Way Monticello, UT 84535	435-226-1292 hideoutgolf.com	134	71.1	72	*	\$42	Public	6,654	5,635	N	67	Driving range, pro shop, snack shop	Tyler Ivins
(tie)	Oasis Golf Club Palmer 100 Palmer Lane Mesquite, NV 89027	702-346-7820 theoasisgolfclub .com	134	71.3	71	*	\$145	Semi- Private	6,468	5,564	Y	60	Grille Room, members lounge & bar, locker rooms	Adam Schwartz
10	Moab Golf Club 2705 E. Bench Road Moab, UT 84532	435-259-6488 moabcountryclub .com	132	72.4	72	12	\$51	Public	6,875	5,468	N	61	Pro shop, driving range, snack bar	Robby Jones
11	Sunbrook Golf Club 2366 W. Sunbrook Drive St. George, UT 84770	435-627-4400 sgcity.org	131	73.1	72	40	\$40- \$70	Public	6,800	6,100	Y	64	Grill	H. Reed McArthur
12	Entrada at Snow Canyon Country Club 2537 W. Entrada Trail St. George, UT 84770	435-986-2200 golffentrada.com	127	73.5	71	10	\$175	Private	7,062	6,108	Y	63	Fitness center, restaurant, locker room, pickleball, golf shop	Andrew Hopkins- Payne
13	Bloomington Country Club 3174 Bloomington Drive E. St. George, UT 84790	435-673-2029 bloomington countryclub.com	126	71.3	72	10	\$90	Private	6,985	5,563	Y	*	Range, restaurant, lounge, pool, tennis courts	Mark Boggs
(tie)	Sand Hollow Links 5625 W. Clubhouse Drive Hurricane, UT 84737	435-656-4653 sandhollowresorts .com	126	36.6	36	*	\$65	Public	*	*	Y	*	Practice bunker complex, clubhouse	Adam Jasperson
(tie)	St. George Golf Club 2190 S. 1400 E. St. George, UT 84770	435-627-4404 stgeorgegolfclub. com	126	73.7	73	*	\$20- \$33	Public	7,217	5,203	Y	*	Full-service golf shop, snack bar, cart rentals, rental clubs, practice green	James Hood
(tie)	SunRiver Golf Club 4210 Bluegrass Way St. George, UT 84790	435-986-0001 sunrivergolf.com	126	72.6	71	*	\$59	Public	7,020	5,847	Y	61	Restaurant, grass-tee driving range, putting course	Larry Ricketts
17	Sky Mountain Golf Course 1030 N. 2600 W. Hurricane, UT 84737	435-635-7888 skymountaingolf .com	125	70.4	72	72	\$58	Public	6,392	6,014	N	63	18 holes, range, grill, practice green	Kent Abegglen
18	Palisade Golf Course 2200 E. Palisade Road Sterling, UT 84665	435-835-4653 golfpalisade.com	123	69.7	72	8	\$28	Public	6,333	5,755	N	62	Full-service golf shop, driving range, restaurant	Jordan Van Orman
19	Dixie Red Hills Golf Course 645 W. 1250 N. St. George, UT 84770	435-634-5852 sgcity.org	119	65.9	34	*	*	Public	2,725	*	Y	*	Snack bar, driving range	Allen Orchard
20	Southgate Golf Course 1975 S. Tonaquint Drive St. George, UT 84770	435-628-0000 stgeorgecitygolf .com	118	69.1	70	*	*	Public	6,100	*	Y	*	Snack bar, driving range	Scott Draper

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