

INSIDE



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Tourney has new home

The Utah Championship stop on the PGA's Web.com Tour is moving from Salt Lake City's Willow Creek Country Club to Thanksgiving Point in Lehi. This year's event is scheduled for the end of July.

Golf Course Lists

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Issue Sponsor:



The golf industry and Utah's economy

John Rogers
The Enterprise

The late radio commentator Paul Harvey characterized golf this way: "Golf is a game in which you yell 'fore,' shoot six and write down five."

Utah golfers are probably as guilty as any for fudging the numbers just a bit on the scorecard, but the economic impact of the game in the state doesn't need enhancing to be impressive.

For example, the Utah golf industry:

- Generates \$805 million per year to Utah's economy.
- Supports more than 9,600 jobs.

- Pays more than \$250 million in wages.

- Accounts for more than \$11 million in annual charitable giving.

- Draws tourists from across the country and around the world, generating more than \$91 million in golf-related spending.

- In many ways, has a greater impact than all the professional sports in Utah combined.

These numbers come from a study released last year by GOLF 20/20 for the Golf Alliance for Utah and prepared by SRI International of Menlo Park, California, titled "Utah Golf Economic and Environmental Impact." GOLF 20/20 is a division of the World Golf

Foundation that periodically releases studies of golf's impact in selected states.

The economic numbers in the report come from golf facility operations, golf course capital improvements, golf-related supplies, tournaments and associations, real estate with a golf-related premium and hospitality/tourism.

The study also makes the point that golf's footprint actually is bigger than that of skiing, citing 250,000 regular participants. In 2012, the most recent year for which complete figures are available, Utah's 120-plus golf courses

see **REPORT. F5**

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Making the case for playing more golf - or at least some golf



Spring arrived early in Salt Lake this year and the unseasonably warm weather is a reminder that we should all play more golf. There are many reasons to enjoy the great game of golf:

- Golf is fun.
- Golf is a GREAT form of exercise.
- Golf lasts a lifetime.
- Golf is therapeutic and a stress reliever (ironic, I know).
- Golf gets us closer to nature.
- Golf allows all players regardless of ability to play and compete with each other.
- Golf builds character.
- Golf reveals character.
- Statistics show those who golf live longer.



• Golf helps create lasting friendships (I met my best friend of 30-plus years on the golf course) and allows bonding opportunities for families.

Currently, only approximately 10 percent of people play golf. Reasons people primarily give for not playing golf (or playing more golf) is cost to play, time it takes to play and the overall difficulty of the game. Let's tackle these issues one at a time.

I think the first obstacle to playing more golf people bring up is time. People just don't have time to play and the fact that golf can be time-consuming is both a blessing (for those who

have time) and a curse (for those who don't).

Golf is traditionally an 18-hole game but I recommend and encourage people to view golf as a nine-hole game. Playing 18 holes is wonderful when you have a day off but the majority of your golf should be nine holes before or after work. Nine holes can be played in two hours. I remember a cartoon I once read and never forgot. A doctor is talking to his patient about the importance of exercise and he asks the patient, who does NOT have the time to exercise, "What is better for your busy schedule, being dead 24 hours a day or exercising one hour a day?"

We need to be golfing nine holes three times a week and we NEED to be walking when we play. The average person will burn over 700 calories walking nine holes and have fun doing it. While the act of putting the ball in the hole might spike your blood pressure, the overall enjoyment of being outside and moving your body while enjoying time with friends and family will lower blood pressure and improve the quality of your life off the golf course. Whether you play great or poorly, you will burn a lot of calories and move your body to better health.

Currently in the United States, 63 percent of us are either overweight or

obese. We are bombarded by drinks and snacks loaded with sugar and we are not getting anywhere near the activity we need. Humans are not designed to sit behind a desk all day and a television all night. Golf is one of the great answers to this problem.

The next issue people raise is the cost of the game. In Utah, we are blessed to have a number of great golf courses at an affordable rate. When we reduce our play from 18 holes to nine holes, we immediately cut the cost in half. When we take the cart rental out of the equation, we knock another 30 percent off the cost to play off. Finally, when we shop wisely and buy a punch card, you can save yet another 33 percent on green fees. So, to put cost into perspective, you can buy a double cheeseburger combo meal at Wendy's or you can walk nine holes and enjoy a sport that will give back to you in immeasurable ways for a lifetime.

The third obstacle people list to playing more golf is the difficulty of the game. This is a valid point. Golf is a difficult game and the best things in life don't come easy. It takes practice to develop the skill set which will allow you to really enjoy the game for a lifetime.

But practicing is half the fun. The best thing a person can do is take golf

lessons from a PGA professional. The good news is you don't need to take lessons every week for the rest of your life. I play the piano and take lessons and I can't see the light at the end of the tunnel when it comes to weekly lessons. With golf, a series or two to start will put you in a great position to play the game well and from there it's just a check up from time to time when your game falters. I would view the cost of lessons and their benefit to you over your lifetime. For instance, if you spend \$500 on lessons to learn the game and then enjoyed the game for the next 40 years, how expensive were those lessons? The answer is a little less than 0.4 cents a day. In the last few years, is there anything you spent \$500 on you wish you had back?

More people should be playing golf. There are 30 million people enjoying the game annually right now which means there are over 270 million that are missing out big-time. Let's dust off those excuses, grab our spouses or ask a friend to join us and start walking, swinging and enjoying the outdoors for a lifetime. Our long-term health depends on it and I assure you a lifetime of great memories and friendships is waiting, too.

Paul Phillips is the tournament director and a PGA professional at Stonebridge Golf Club in West Valley City.

Make your corporate golf strategy affordable with a VIP pass

We live in an ever-changing, technologically diverse society that affords countless methods and means to communicate and build business relationships. Emails, texting, social media posts and video conferencing all provide business professionals with networking tools that their counterparts a mere 10 years ago couldn't have imagined. Yet, despite these fantastic technological advances, the humble game of golf still remains one of the most powerful tools available to build business relationships.

Golf provides a friendly environ-

ment where you can gain a unique view into how someone thinks. You get an introduction into some of the basic habits of the person you are playing with.



You get to observe the individual's mannerisms, their integrity, how they respond to adversity, how they deal with failure or success. It's more than just a four-hour sales call.

Golf is equally successful in building and solidifying relationships within your own organization. Golf provides opportunities to strengthen teams,

reward hard work and just unwind outdoors after a long day of work indoors.

The eight golf courses that comprise Salt Lake City Golf recognize the value that golf plays in fostering good business relationships and proudly offer area businesses and organizations unlimited access to golf on their courses through the newly created Salt Lake City VIP Corporate Golf Pass.

The VIP Corporate Golf Pass has no day or time restrictions and is easily transferable within your company. Cart rental and range balls are included with each



visit. The pass makes it easy for you to bring clients, vendors and employees to the golf course. There is no need to hunt down every golf business-related receipt because everything is included in one annual price.

There are two price options to meet your business golf needs. The two-pass option is \$4,995 and the four-pass option is \$9,599. The VIP Corporate Golf Pass can be purchased at any Salt Lake City golf course during business hours. For program details visit slc-golf.com or call the Salt Lake City Golf office at (801) 485-7730.

Matt Kammeyer is the Golf Division business manager for Salt Lake City Corp.



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Utah Championship moving to Thanksgiving Point



Thanksgiving Point Golf Club and the exciting opportunities this new venue will provide to the players, their families and spectators,” said Jeff Robbins, president and CEO of the Utah Sports Commission.

A championship caliber course, Thanksgiving Point Golf Club is 7,714 yards long and covers more than 200 acres. The course has been named the No. 1 public golf club in Utah by *Golf Digest* and one of 15 “hidden gems” in the country by *Links* magazine.

This Johnny Miller Signature Golf Club cradles the most spectacular gardens in Utah, and creatively uses the natural mountain desert landscape to enhance the overall golf experience. The tournament, which will once again be broadcast on the Golf Channel, will generate an estimated \$3 million in media value to the state, capturing the beauty of the course and its surroundings to golf fans across the globe. The tournament will also generate an estimated \$4 million in economic impact to Utah’s economy.

Mark Whetzel, director of golf at

Thanksgiving Point will, oversee operations for the Utah Championship. He said, “We are thrilled to be hosting Utah’s only PGA Tour event. Having the Web.com Tour here is a feather in Johnny Miller’s cap. His design will bring a new challenge and a fun environment for the Utah Championship. Thanksgiving Point will provide a championship course worthy of Web.com Tour standards and will be an excellent example of the quality of public play available in Utah.”

The year the course was opened, Miller said, “This has been a joy to be involved with. It’s a world-class, championship course that everyone can enjoy.”

The golf course features large, undulating greens that require accurate approach shots and manicured rolling fairways that place a premium on club selection throughout the bag. Add in wind, abundance of bunkers and length off the tee and it’s as challenging as any PGA Tour tournament site or USGA championship venue. And yet, from the forward tees Thanksgiving Point Golf

Club can play as enjoyable as any resort or country club course.

The golf course offers a golfer’s paradise with most holes on both sides of the Jordan River being surrounded by mature evergreens and well-landscaped transition areas providing a sense of solitude. Golfers are treated to a golf experience that is, for the most part, uninterrupted by players on other holes.

Whetzel said, “The key to an enjoyable round at Thanksgiving Point is to choose the correct tee box. Playing the correct yardage will provide plenty of challenge and yet offers a pleasant playing experience.” Depending on tee box selection, the golf course can be played from 5,800 yards to over 7,700 yards.

The inward nine holes are some of Miller’s favorites. “I think 12 through 18 are as strong as any finishing holes on any course I’ve seen. From the back tees they don’t get any better without being Pebble Beach” said Miller.

To be a volunteer or learn more about the Web.com Tour Utah Championship, visit utahchampionship.com.

REPORT

from page F1

saw 3.7 million rounds of golf played. That number compares favorably to the 4 million skier-days and the 6.5 million national parks visits for the same year in Utah.

Nationwide, golf is also a huge economic driver. According to the U.S. Census data, the golf industry is larger than the motion picture and video industries. The “2011 Golf Economy Report” quantified golf’s national annual direct economic impact as \$68.8 billion. The industry provides 2 million jobs and \$55.6 billion in wage income. Golf also generates more than \$3.9 billion annually for charities across the country.

David Terry, director of Salt Lake City’s golf program thinks that for Utah golf to “even be in the ballpark” with skiing and national park visitation is a surprise. But he thinks he knows why. “We have wonderful golf courses from Smithville to St. George and everywhere in between,” said Terry. “Throughout the state our golf courses are of amazing value.”

Golf has a longstanding tradition in Utah. Golfers began hitting ball on

Salt Lake City area courses in the early 1900s and sporting types have been going strong ever since. Utah boasts the oldest consecutively played golf championship in the United States. The Utah Amateur Championship will tee off its 117th rendition at Soldier Hollow in July. The Country Club in Salt Lake City hosted the Utah Open, which was one of the original PGA Tour stops in the 1950s and 1960s. Thanksgiving Point is the new host for the Web.com Tour’s Utah Championship, which is sponsored by the Utah Sports Commission and is now Utah’s only PGA Tour event.

Utah also has an unusually high number of public and municipal courses per capita compared to other states. “There is not a state in the country that has a larger percentage of their golf courses that are open to the public,” Terry said.

Bill Walker, executive director of the Utah Golf Association, also commented on the GOLF 20/20 study. “We determined in 2012, the game of golf has over an \$800 million economic impact on the state, which rivals any other outdoor recreation aspect in the state,” Walker said. The numbers aren’t a big surprise to Walker. “It’s a game of a lifetime; we have golfers anywhere

from 5 years old into their 90s,” he said. “You can play your whole life, and that’s a great draw for the outdoor enthusiast.”

In addition to the economic impact, the study also looked at the environmental impact and those facts are just as intriguing as the economic numbers. The study found that Utah’s golf courses are environmentally friendly — both from production and consumption viewpoints.

Golf courses account for 3.9 percent of turf grass in Utah (300,000 acres), while consuming just 0.8 percent of diverted water used for agriculture and 0.65 percent of all diverted water. Diverted water is defined as water that is removed from its natural source such as rivers, lakes and underground aquifers for human use.

Such efficiency with higher returns per acre-foot of water is made possible by soil audits, effective — and efficient — irrigation systems and the development of more natural landscaping off the fairways. Utah golf course superintendents — those responsible for the upkeep of course landscaping — are very conscious of the role water plays in the state where it’s a valuable — and

closely guarded — resource. They are sensitive to the needs in the more than 100 communities where Utah’s golf courses are located.

Terry welcomed the GOLF 20/20 study and the power that comes from the information it generated. He said he’s glad to have definitive numbers that show cities and counties that golf courses can be more than just recreational opportunities for their residents.

“In some ways they’re subsidizing that operation,” Terry said. “But that ties directly into one of the reasons why we needed to get this study done: to show those agencies that there is so much more value outside of the bottom line that might show up in those golf courses’ operating budget.”

Despite the feelings of a famous Utah mailman, golf will continue to have its place in the Utah economy. Karl Malone of the Utah Jazz once told Charles Barkley that golf courses are a “waste of good pasture land.” On the contrary, golf is a thriving industry, a major economic force and a good steward of the state’s delicate environment.

And as Paul Harvey would conclude: “Now you know the rest of the story.”



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Top Golf Courses in Northern Utah

Ranked by Slope (Ratio of Difficulty)

Rank		Phone Web	Slope	Rating Par	Number of Tournaments Hosted in 2014	Green Fees Per 18 Holes	Private/Public	Head Professional
1	Glenwild Golf Club & Spa 7600 Glenwild Dr. Park City, UT 84098	435.615.9966 glenwild.com	126/155	68.8/77.9 71	0	DND	Private	Director of Golf: Marty Bauer
2	Promontory Nicklaus Painted Valley 8758 N. Promontory Ranch Rd. Park City, UT 84098	435-333-4218 DND	153	78.4 72	NA	Limited: \$250 Sponsored: \$175	Private	Tom Roger
3	Crater Springs 700 N. Homestead Dr. Midway, UT 84049	800-327-7220 craterspringsgolf.com	147	73.5 72	165	\$59	Public	Chris Briscoe
4	Red Ledges 205 N. Red Ledges Blvd. Heber, UT 84032	435-657-4080	147	72.5 72	NA	NA	Private	Jon Paupore
5	Thanksgiving Point Golf Club 3300 W. Clubhouse Dr. Lehi, UT 84043	801-768-7401 thanksgivingpointgolfcourse.com	133/145	68.6/77.6 72	161	\$47-87	Public	Mark Whetzel
6	Promontory Dye Canyon 8758 N. Promontory Ranch Rd. Park City, UT 84098	435-333-4218 DND	144	76.2 72	NA	Limited: \$250 Sponsored: \$175	Private	Tom Roger
7	Stonebridge Golf Club 4415 Links Dr. West Valley City, UT 84120	801-957-9000 golfstonebridgeutah.com	139	74.2 72	96	\$30	Public	Clark Garso
8	The Country Club 2400 Country Club Dr. Salt Lake City, UT 84109	801-466-8751 saltlakecountryclub.com	124/137	70.4/74.5 72	7	\$125	Private	Ron Branca
9	Jeremy Ranch Golf and Country Club 8770 N. Jeremy Rd. Park City, UT 84098	435-649-2700 thejeremy.com	123/136	68.9/73.7 72	26	\$78	Private	Jake Hanley
10	Riverside Country Club 2701 N. University Ave. Provo, UT 84604	801-374-1347/ 801-373-8262 DND	122/136	67.5/ 73.1 72	1	73.1	Private	Robert L. McArthur
11	Spanish Oaks Golf Course 2300 E. Powerhouse Rd. Spanish Fork, UT 84660	801-804-4653 golfspanishoaks.com	134	71.5 72	40	\$26-28	Public	Ryan Rhees
12	Wasatch Mountain State Park Golf Course 975 W. Golf Course Dr. Midway, UT 84049	435-654-0532 wasatchgolfcourse.com	115/132	67.2/74.3 71/72	115	\$32-49	Public	Chris Stover
13	Eagle Mountain Golf Course 960 E. 700 S., Brigham City, UT 84302	435-723-3212 eaglemountaingc.com	110/131	65.0/71.7 71	35	\$26	Public	Chris Marx
14	Hobble Creek Golf Course 94 Hobble Creek Canyon Rd. Springville, UT 84663	801-489-6297 springville.org/golf	122/131	67.1/70.0 71/73	5+	\$28-46	Public	Craig Norman

Top Golf Courses in Northern Utah

Ranked by Slope (Ratio of Difficulty)

Rank	Course Name Address	Phone Web	Slope	Rating Par	Number of Tournaments Hosted in 2014	Green Fees Per 18 Holes	Private/Public	Head Professional
15	Wolf Creek Resort & Club 3900 N. Wolf Creek Dr. Eden, UT 84310	801-745-3365 DND	130	69.7 72	30	\$34-49	Semi-Private	Jake Blair
16	Wingpointe Golf Course 3602 W. 100 N. Salt Lake City, UT 84112	801-575-2345 DND	113/130	67.1/73.3 72	15	\$35-49	Public	Lynn Landgren
17	Bountiful Ridge Golf Club 2430 S. Bountiful Blvd. Bountiful, Utah 84010	801-298-6040 bountifulutah.gov	117/129	67.1/70.6 71/72	40	\$30	Public	Kent J. McComb
18	Mountain Dell I-80 Exit 134 Parleys Canyon Salt Lake City, UT 84109	801-581-0649 slc-golf.com	126	71.3 72	DND	\$37	Public	Mike Brimley
19	Bonneville Golf Course 954 Connor St. Salt Lake City, UT 84108	801-583-9513 DND	125	71.7 72	DND	\$37	Public	Steve Elliot
20	Oakridge Country Club 1492 W. Shepard Lane Farmington, UT 84025	DND oakridgecc.com	125	71.9 72	8	\$85	Private	Rick Mears
21	The Ranches Golf Course 4128 E. Clubhouse Lane Eagle Mountain, UT 84005	801.789.8100 theranchesgolfclub.com	121	70.6 72	35	\$42	Public	Tele Wightman
22	Eaglewood Golf Course 1110 E. Eaglewood Dr. North Salt Lake, UT 84054	801 299-0088 eaglewoodgolf.com	120	70.7 71	70	\$40	Public	Brent Moyes
23	Nibley Park Golf Course 2780 S. 700 E. Salt Lake City, UT 84106	801-483-5418 slc-golf.com	118	67.3 34	DND	\$14	Public	Jeremy Green
24	Glendale Golf Course 1630 W. 2100 S. Salt Lake City, UT 84119	801-973-7194 DND	118	70.9 72	DND	\$32	Public	Dave Carter
25	Rose Park Golf Course 1386 N. Redwood Rd. Salt Lake City, UT 84116	801-596-5030 slc-golf.com	117	71.3 72	DND	\$30	Public	Derek Schmehl
26	Murray Parkway Golf Course 6345 S. Murray Pkwy. Ave. Murray, UT 84123	801-262-4653 DND	111/117	68.7/70.8 72	NA	\$42	Public	John Pearson
27	Forest Dale Golf Course 2375 S. 900 E. Salt Lake City, Utah 84106	801-483-5420 DND	116	69.3 36	DND	\$15 (9 holes)	Public	Mack Christensen
28	Ben Lomond Golf Course 1800 N Hwy. 89 Harrisville, UT 84404	801-782-7754 benlomondgolf.com	112	67.9 72	15	\$28-42	Public	Jeff Cliften
29	Remuda Golf Course 2600 W. 3500 N. Farr West, UT 84404	801-731-7200 remudagolf.com	103	67.7 72	20	\$22-30	Public	Zachary Aland

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Top Southern Area Golf Courses

Ranked by Slope (Ratio of Difficulty)

Rank	Course Name Address	Phone Web	Slope	Rating Par	Number of Tournaments Hosted in 2014	Green Fees Per 18 Holes	Private/Public	Head Professional
1	Conestoga Golf Club 1499 Falcon Ridge Pkwy. Mesquite, NV 89034	720-346-4292 conestogagolf.com	147	74.9 72	100	\$155	Public	Scott Ballif
2	Coral Canyon Golf Course 1925 Canyon Greens Dr. Washington, Utah 84780	435-688-1700 coralcanyongolf.com	118/142	67.6/73.5 72	4	DND	Public	Marco Leoni
3	Coyote Springs Golf Club 3100 State Route 168 Coyote Springs, NV 89037	877-742-8455 DND	127/141	70.5/75.8 72	20+	\$75-139	Public	Karl Larcom
4	Falcon Ridge Golf Course 1024 Normandy Lane Mesquite, NV 89027	702-346-6363 golffalcon.com	138	71.6 72	200+	\$25-115	Public	Brian Wursten
5	Green Spring Golf Course 588 N. Green Spring Dr. Washington, UT 84780	435-673-7888 greenspringgolfcourse.com	114/138	67.7/73.5 72	3	\$39	Public	Nick Neeley
6	The Ledges Golf Club 1585 W. Ledges Pkwy. St. George, UT 84770	435-634-4640 ledges.com	137	74.2 72	25	\$55-85	Semi Private	Michael Sweet
7	The Hideout Golf Club 648 South Hideout Way Monticello, UT 84535	435-587-2200 hideoutgolf.com	134	71.1 72	8	\$42	Public	Tyler Ivins
8	Palmer Course 100 Palmer Lane Mesquite, NV 89027	702-346-7820 theoasis-golf.club.com	133	71.5 71	325	\$125	Semi-Private	Adam Schwartz
9	Sky Mountain Golf Course 1030 N. 2600 W. Hurricane, UT 84737	435-635-7888 skymountaingolf.com	131	70.9 72	20	\$55	Public	Kent Abegglen
10	Moab Golf Club 2705 SE Bench Road Moab, UT 84532	435-258-6488 moabcountryclub.com	130	72.4 72	15	\$48	Public	Robert Jones
11	Canyons 100 Palmer Lane Mesquite, NV 89027	702-346-7820 theoasis-golf.club.com	129	71.3 71	325	\$115	Semi-Private	Adam Schwartz
12	St. George Golf Club 2190 S. 1499 E. St. George, Utah 84790	435-627-4404 sgcity.org	114/126	68.3/73.7 73	DND	\$47	Public	James Hood
13	Entrada at Snow Canyon Country Club 2537 W. Entrada Trail St. George, UT 84770	435-986-2200 golfentrada.com	124/127	70.0/73.5 71	DND	DND	Private	Andrew Hopkins-Payne
14	Bloomington Country Club 3174 Bloomington Dr. E. St. George, Utah 84790	435-673-2029 bloomingtoncountryclub.com	115/125	67.1/72.2 72	8	\$55	Private	Mark Boggs
15	Cedar Ridge Golf Course 200 E. 900 N. Cedar City, UT 84720	435-586-2970 cedarcity.org	114/124	68.0/71.9 73	12	\$22	Public	Jared Barnes
16	Southgate Golf Club 1975 Tonaquint Dr. St. George, UT 84770	435-627-4440 sgcity.org/golf	108/121	62.1/70.2 71	7	\$47	Public	Eron Deming



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