



FACT SHEET
GOLF ALLIANCE OREGON
KEY 2019 ECONOMICS DATA
Data Collection: From May – July 2020

OREGON:

- OR golf has 177 golf facilities.
- Of 177 golf facilities in OR, 61 completed survey – response rate of 34.5%
- Did you know? Seed for golf course turf grown in OR is used across the U.S. and the World – 2/3 cold season grass.
- Golf is more than an enjoyable pastime in the state – it is a key industry contributing to overall economy and quality of life in OR.
- OR golf courses are leaders in the environmental stewardship and originators of maintenance practices aimed at protecting the environment and preserving limiting resources. In fact, Oregon was the first state to implement an environmental best practices guideline in 1999. It now is a national program which is administered by the Golf Course Superintendents Association of America that serves as a guideline for all fifty states. It is supported and funded by the USGA and the PGA Tour.
 - Pacific Dunes
 - Old MacDonald
 - Bandon Dunes
 - Bandon Trails
- Golf drives economic activity:
 - Direct operational expenditures
 - Capital investment
 - Attraction thru golf tourism
 - Golf-related spending
 - Home construction in golf communities
- Golf supports other OREGON businesses that serve and supply golf courses including companies like Nike, adidas, Columbia Sportswear, Seamus Golf, Pinemeadow Golf, Mackenzie Golf Bags, Reinland Golf Company.
- Golf drives tourist spending
- Supports sales by retailers
- Professional amateur and professional golf tournaments
- Fundraising for charities
- OREGON is one of the fastest growing states in the U.S. Population has doubled since 1970 and has added over a million new residents since 1990.

- In total, Nike Golf and Columbia Sportswear sold \$1.0 billion in golf apparel and accessories in 2019.
- Gearhart Golf Resort opened in 1892 – one of the oldest golf courses west of the Mississippi.
- Other oldies: Chinook Winds and Resort of the Mountain – both opened before 1920
- Bandon Dunes opened in 1999 – Major golf resort in OR
- Bandon Dunes has 5 courses – hosted 166K rounds w/ total sales exceeding \$70 million in 1999.
- 82% of all OREGON golf courses are public compared to 74% for the total U.S.
- In 2019 – 146 public courses and 31 private clubs in OREGON.
- There are 21 stand-alone driving ranges plus one Top Golf facility.
- **NEW CONSTRUCTION**
 - Has been vigorous w/ 59 golf facilities
 - 133% of the total facility inventory in the state – Built after 1990 compared to 26% for the total U.S.

ECONOMIC IMPACT – Totals \$1.6 Billion

- **GOLF FACILITY OPERATIONS - \$339 MILLION REVENUE**
 - Golf facility operations is the core of the golf industry
 - Revenues include: green fees, carts, memberships, initiation fees, merchandise, food and bev, banquets and other.
 - OR hosted approximately 48 million rounds or 28,896 rounds per 18 holes.
 - Total U.S. averages: 31,592 rounds per 18 holes across all climates.
 - Golf facilities created approximately 7,300 jobs.
- **GOLF FACILITY CAPITAL INVESTMENT - \$43,127,000 MILLION REVENUE**
 - Capital investments are major improvements outside of normal maintenance and operating expenditures by golf facilities for turf maintenance and grounds upkeep.
 - Golf Facility
- **GOLF RELATED SUPPLIES - \$267 MILLION REVENUE**
 - Golf related supplies is clothes, shoes, equipment
 - 33% of purchase presumed to be made at golf course (pro shops).
 - \$73.5 million revenue at off-off course retail.
 - \$194 million total manufacturing & services
- **GOLF TOURNAMENTS AND ASSOCIATION - \$23 MILLION REVENUE**
 - LPGA'S Cambia Portland Classic @ Columbia Edgewater CC
 - Korn Ferry Tour event at Pumpkin Ridge (mini-tour PGA event).
 - Combined, both tournaments provided 100-plus jobs.
- **CHARITABLE GIVING - \$19.1 MILLION RAISED FOR CHARITY IN 2019**
 - 85% of facilities hosted a charitable event in OR
 - The most significant is more than \$1.2 million raised by events at Bandon Dunes, including the Wild Rivers Coast Alliance (WRCA) grant.
 - It is estimated that golf events held in the state in 2019 also had significant charitable impact.
 - Oregon hosted approximately 975 separate charitable golf events and combined w/Pro tournaments raised as much as \$19.1 million for various OR charities.
- **GOLF TOURISM - \$218 MILLION REVENUE - \$218 MILLION REVENUE**

- Golf tourism is one of the strongest economic drivers of OR providing a valuable source of revenue and jobs.
- Tourism expenditures stemming from travelers who traveled to OR specifically to play golf (\$218 Million?).
- **GOLF REAL ESTATE - \$58.1 MILLION REVENUE**
 - \$48.3M golf home construction
 - \$9.8M net gain on local property tax from golf premium

ENVIRONMENT IMPACT

- Oregon has the 6th highest % of Audobon International-participating golf courses in the nation.
- Environmental stewards of green spaces that benefit the surrounding ecosystems
- Oregon was the first state to implement an environmental best practices guideline in 1999. It now is a national program which is administered by the Golf Course Superintendents Association of America that serves as a guideline for all fifty states. It is supported and funded by the USGA and the PGA Tour.
- Golf provides upwards of 20,000 acres of green space in Oregon.
- One in five Oregon golf facilities used at least some of their irrigation water from a reclaimed or recycled water source.
- NGF's research finds that Oregon golf facilities used an estimated 8.8% less water in 2019 compared to 2011 – 2013.
- Oregon golf courses that adopted practices from the Environmental Stewardship Guidelines (Water Management and Conservation) used an average of 113.9% less water than non-adopters.
- One in 10 Oregon golf facilities have removed turfgrass in the past five years and of those, 80% replaced turf with native vegetation.

JOBS

- Oregon's golf industry supported 16,500 jobs and \$508 million in wages and benefits.
 - **Facility operations:** 7300 jobs
 - **Capital Improvements:** 500 jobs (golf course renovations/enhancements and improving or replacing structures)
 - **Retail:** 3,140 jobs (Off-course; and online)
 - **Companies:** 1,000 jobs – (companies that provide golf products & services, including large turf and grass seed industry.
 - **Associations and tournaments:** 100 jobs
 - **Enabled industries:** 3900 jobs (tourism, golf-related residential construction, Property Tax impact)

HEALTH AND WELLNESS

- Getting outdoors and into nature is healthy.
- Research reveals that environments can increase or reduce our stress which in turn impacts our bodies. What you are seeing, hearing, experiencing at any moment is changing not only your

mood, but how your nervous, endocrine, and immune systems are working. (source: [University of Minnesota](#))

- Research in a growing scientific field called ecotherapy has shown a strong connection between time spent in nature and reduced stress, anxiety, and depression. (source: [Harvard Health Publishing](#): Harvard Medical School)
- An average 18-hole round is more than 10,000 steps.