



GOLF'S IMPACT ON MICHIGAN

Promote, Protect and Preserve the Game and Business of Golf

Golf is more than just an enjoyable pastime in Michigan, it is a key industry contributing to the overall economy and quality of life in the Great Lakes State.



MICHIGAN'S GOLF ECONOMY

The golf economy begins with the golf facilities themselves, and includes other core industries that produce goods and services used to operate facilities and to play the game, e.g. equipment and apparel, turf maintenance, course construction, club management. **The game of golf further enables other industries; including golf tourism and golf real estate development.**



896,683 Individual Golfers

- **1 in 11** Michiganders are golfers
- **16.4 million** rounds of golf in 2023



\$1.24B Total Consumer Spending

- e.g. green fees, dues, range balls, merchandise
- Supporting **61,116 full and part-time jobs**



\$419.7M Gross Retail Sales

- Michigan has **353 companies** that provide golf products
- Golf balls, bags, gloves, clubs, turf, golf cart distribution and manufacturing



\$36.0M Professional Golf

- Rocket Mortgage Classic
- Ally Challenge
- Dow Great Lakes Bay
- LPGA Meijer
- These events raised **\$4.3M for charities**



\$91.9M Capital Investment

- An estimated **67% of Michigan golf facilities** began capital projects
- Facility improvements, including meeting space, banquet, and wedding venues



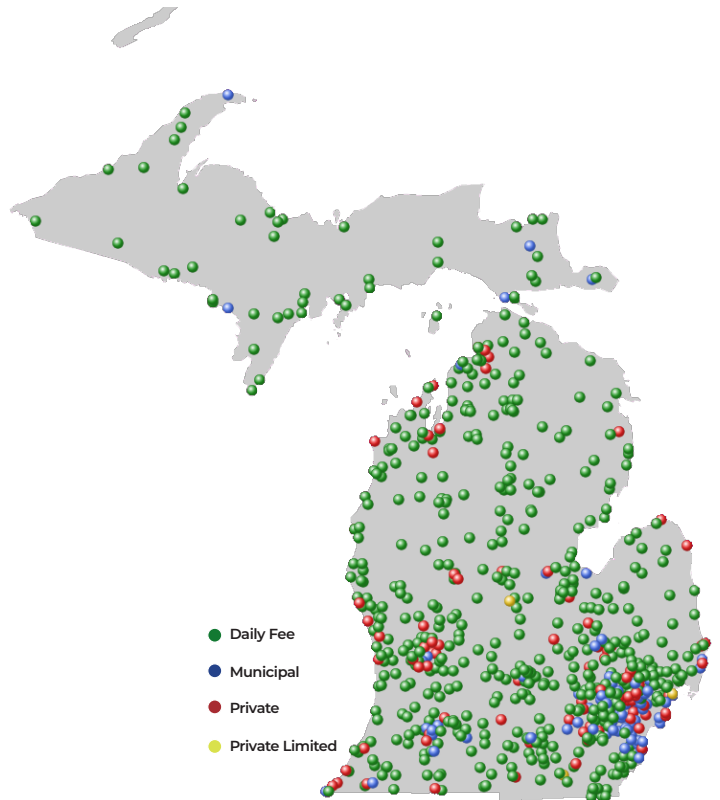
\$27.8M Net Gain on Local Property Tax

- **16% of courses** are tied to real estate
- Gain for local taxing authorities to be used for education and other local initiatives funded by golf course housing



859 Golf Courses

- Michigan has the most public golf courses in the nation!
- We are third overall in total golf facilities
- **Courses are part of 709 golf facilities**
 - 604 public
 - 105 private
 - 45 stand alone driving ranges
 - 81+ other "golf entertainment" venues (mostly indoor simulators)



Map produced by NGF's Licensed Mapping Platform
www.MapBusinessOnline.com

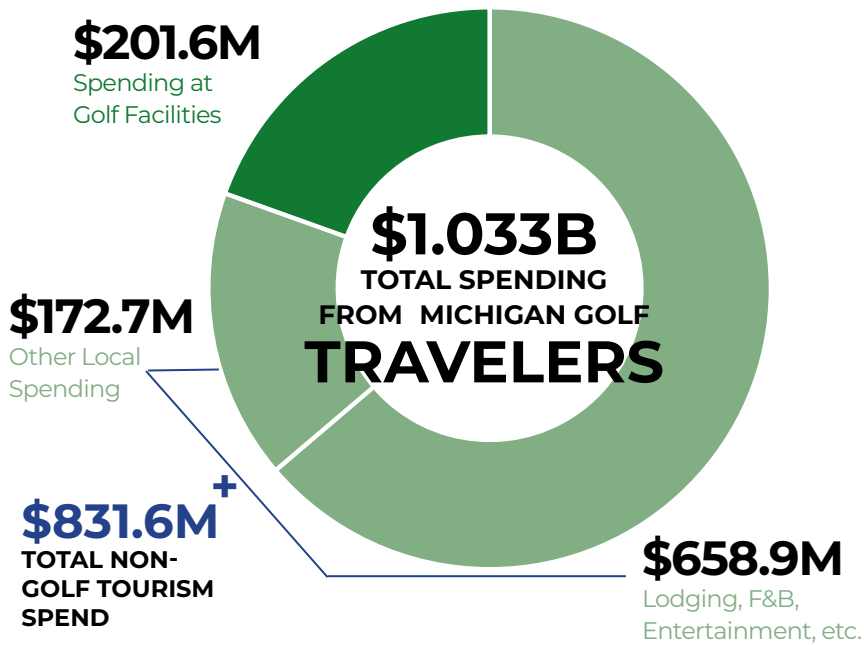
Did You Know?!

Almost all golf facilities in Michigan are classified as small businesses.



GOLF TOURISM IMPACT

THE MICHIGAN GOLF TRAVEL MARKET INVOLVES 1,846,000 GOLF TRAVELERS SPENDING AT LEAST \$1.033 BILLION IN 2023 (\$559.69 PER GOLF TRAVELER).

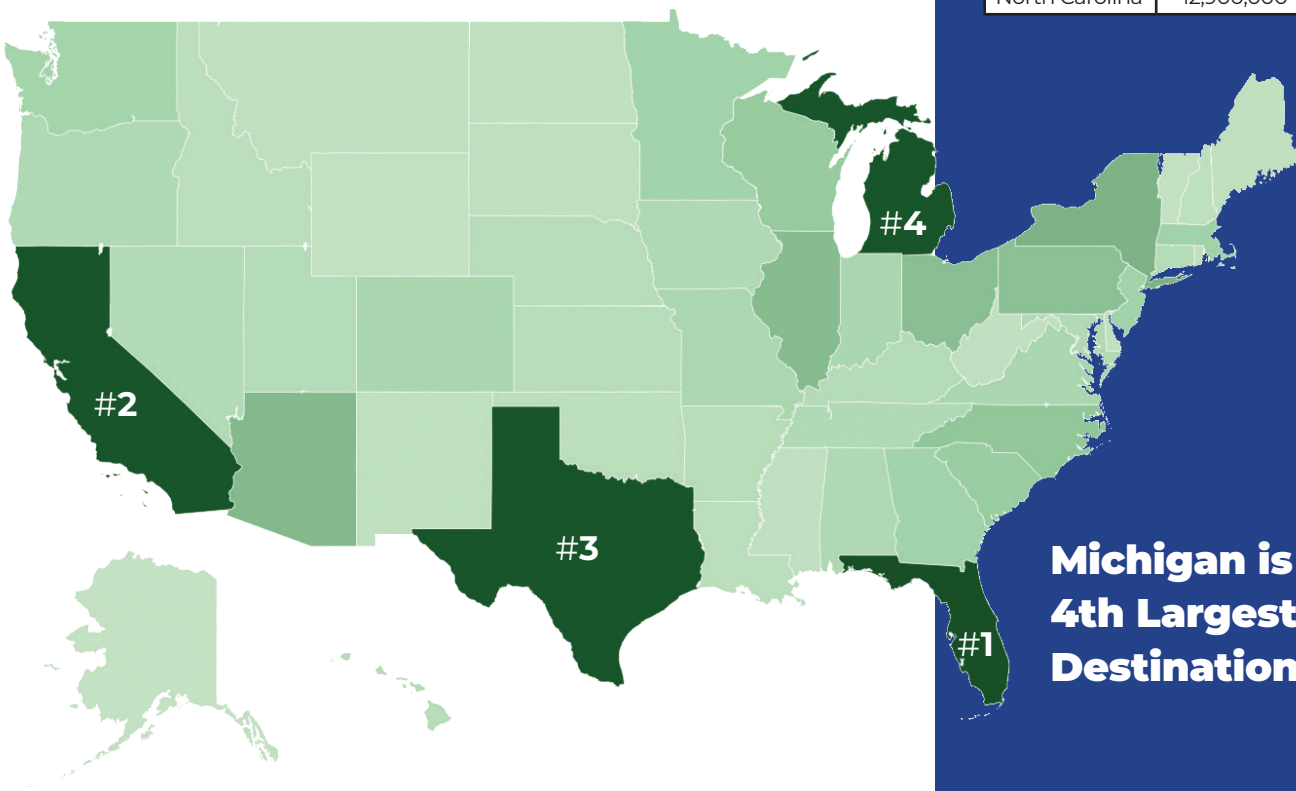


Golf Related Trips Include:

- Golf Destinations
- Golf Outings on Vacation
- Business Travel
- Visits to Michigan Golf Courses from golfers residing outside the state
- Trips by Michigan residents (50+ miles) to play golf at courses in other parts of the state

TOTAL NUMBER OF ROUNDS PLAYED

| State | Ttl Rounds* | Ttl Rounds* Rank |
|----------------|-------------|------------------|
| Florida | 47,300,000 | 1 |
| California | 45,900,000 | 2 |
| Texas | 20,900,000 | 3 |
| Michigan | 19,900,000 | 4 |
| New York | 18,200,000 | 5 |
| Arizona | 16,500,000 | 6 |
| Illinois | 15,600,000 | 7 |
| Ohio | 15,100,000 | 8 |
| Pennsylvania | 14,420,000 | 9 |
| North Carolina | 12,900,000 | 10 |

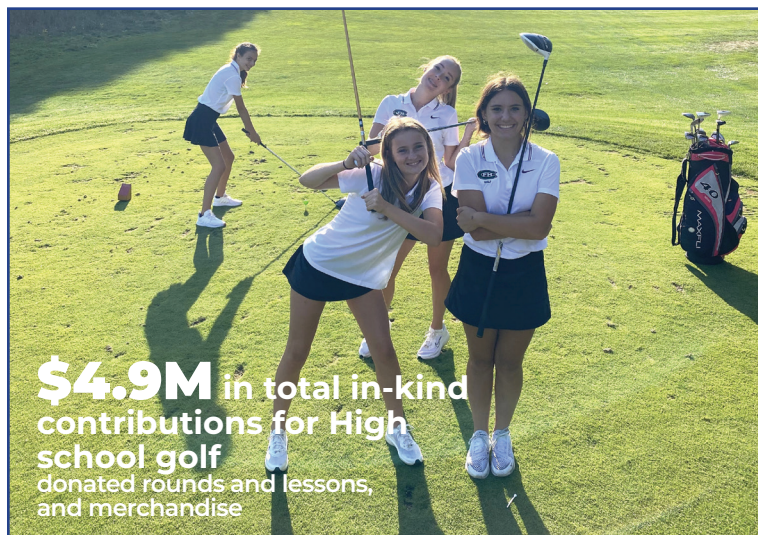


**Michigan is the
4th Largest Tourist
Destination in the US**



HUMAN IMPACT

Top Golf Facilities Benefits



\$4.9M in total in-kind contributions for High school golf donated rounds and lessons, and merchandise



Michigan junior golf programs reached
35,000 KIDS

90 locations

offer a First Tee Program through four separate MI Chapters



PGA HOPE introduces golf to Veterans and Active Duty Military to enhance their physical, mental, social and emotional well-being.



youth on course
MICHIGAN

92 Locations offer Youth on Course

Folds of Honor
Began in Michigan

Mission: to provide educational scholarships to spouses and children of America's fallen and disabled service members.



FOLDS of HONOR



92%

of golf facilities provided at least one program for fostering the growth of the game in 2023.



Midnight Golf Program

"Playing golf at night is impossible unless someone shines a light. The program uses the game of golf to give young people a brighter vision of their future." —Reneé Fluker, Founder

ENVIRONMENTAL CONTRIBUTIONS



67% Irrigated water

Only about **67% of the total golf course acreage in Michigan is irrigated** using mostly ground / well water (42%) or surface or run-off (37%). Approximately 37% of Michigan golf courses have had an irrigation audit performed on the property, resulting in an estimated **14% savings in water use**.



Responsible
Users of energy and resources



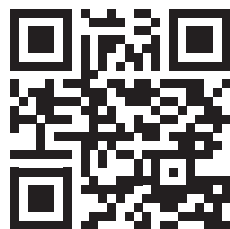
The Michigan Turfgrass Environmental Stewardship Program (MTESP) was launched in 1998 to help turf managers comply with pesticide regulations and to protect groundwater.

Michigan golf courses are responsible users of energy and resources, and are **taking active steps to implement environmentally-friendly practices** such as expanding natural (not maintained) areas, reducing pesticide usage, and making accommodations for wildlife.



92,200 Acres

Golf provides upwards of **92,200 acres of professionally maintained green space** within the State and provides affordable outdoor recreation to nearly 900,000 Michigan residents.



Watch the Video!

Ecosystem Services Provided by Golf Courses

- Golf Courses provide the greatest amount of cooling as compared to other land uses
- Check out Dr. Brian Horgan, Michigan State University, at the Hancock Turfgrass Research Center



MichiganGolfAlliance.com



The mission of the Greater Michigan Chapter, CMAA is to provide professional growth through education, networking fellowship and support to our members, along with activity participating in charitable efforts and community outreach.
gmcma.com



The Golf Association of Michigan, founded in 1919, is the governing body for amateur golf in the state. As a not-for-profit organization, our purpose is to promote, preserve, and serve golf in Michigan.
gam.org



The Michigan Golf Course Association "The Voice of Michigan Golf Business", is the non-profit association whose mission is to promote and preserve the best interests of the Michigan golf course industry.
MichiganGCA.org



The Michigan Golf Course Superintendents Association provides opportunities for our members through programs and services that enhance and promote our profession.
migcsa.org



MICHIGAN

"To promote the growth and enjoyment of the game of golf, and to provide benefits and services that meet the needs of golf professionals and the golf industry".
MichiganPGA.org



The Michigan Turfgrass Foundation exists to promote safe, healthy turf surfaces for all Michigan residents.
MichiganTurfgrass.org

Total Impact

\$6.079B

Total Contribution



Direct Impact

\$2.997B



Employment

61,116 JOBS



Wages and Benefits

\$1.795B



State & Local + Federal Taxes

\$821.4M

\$413.0 - State & Local Taxes
\$408.4 - Federal Taxes



92,200 ACRES

of professionally managed green space that provide wildlife habitats.

GOLF IN MICHIGAN IMPACTS:

• The Economy • The Environment • All Michiganders!