NCGA "Spotlight"

June 27, 2023



NCGA "Spotlight"

- Designed with club officials in mind
- Conducted on a quarterly basis
- Will be recorded
- Will focus on "timely" topics

Today's Agenda

- March recap
- Club Billing Changes for 2024
- "Best" tees for golfers
- "Short" course ratings







2023 Championship Details

- Pebble Beach Golf Links
- **Dates:** July 6-9, 2023
- First U.S. Women's Open to be conducted at Pebble Beach
- 1,500 Volunteers
- 30+ Vendors
- Broadcast on NBC in over 100 countries
- 156 Players in the field



2023 Volunteer Program

1,400 total recruited volunteers **13** Committees **350+** Volunteers on waitlist **43** States represented 1,059 CA residents **851** Returning USGA Volunteers **577** NCGA Members **38%** Female **62%** Male Majority aged between 60-70



2023 U.S. Senior Amateur Championship

- Open to any golfer who is 55 years of age as of August 26 and whose Handicap Index® does not exceed 7.4
- Local qualifying:
 - Monday, August 7 at El Macero CC
- Spectators: Admission is free of charge and spectators are encouraged to attend

VOLUNTEER "LINK"

https://www.cuetoems.com/ussac_2023/Volunteer.aspx



Club Billing Changes for 2024

June 27, 2023



NCGA SPOTLIGHT: Billing/Dues Background

- NCGA Vision/Mission:
- Feedback from YOU: Our Clubs & Members
- Current Club & Member Billing is overly & unnecessarily complicated
- Significant investments into member/club services and programs
- NCGA has only changed/increased dues once since 2010 (+8%)



NCGA SPOTLIGHT: Billing/Dues Background

- NCGA Vision/Mission:
- Feedback from YOU: Our Clubs & Members
- Current Club & Member Billing is overly & unnecessarily complicated... examples
 - Clubs: Clubs pay different fees based on club type & number of holes
 - Clubs: Receive complimentary membership(s) partially offsetting fees
 - Members: New members pay \$10 more; different junior rates
 - Some receive October December free trial memberships for new members
- Significant investments into member/club services and programs
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NCGA SPOTLIGHT: Billing/Dues Background

- NCGA Vision/Mission:
- Feedback from YOU: Our Clubs & Members
- Current Club & Member Billing is overly & unnecessarily complicated... examples
- Significant investments into member/club services and programs
 - Events: Added over 200 days of tournament, events, trips and outings
 - Club/Member Services: New services, club tools, tournament management, etc.
 - Growth Investment: Invested in NCGA Reach to promote growth of game
 - Youth Investment: Significant investment in Youth on Course (30k members!)
- NCGA has only changed/increased dues once since 2010 (+8%)



NCGA SPOTLIGHT: 2024 Billing/Dues

A Simplification of NCGA Club & Member Billing, including a regular member dues increase

- Effective January 2024
- Eliminates ALL Club-based Dues
- Reduces the fee for new members
 All members now will pay the same rate
- Increases annual membership fee



NCGA SPOTLIGHT: 2024 Billing Approach

Simplifies Billing:

- Eliminates the "dis-incentive" to join:
 - We currently charge new members more Year 1 vs current members
- Enables investments into members/clubs
 - Added member and club benefits, services, programs
 - Offsets years of Inflation impact on costs
- We want to communicate to you early in the process
 - To help you prepare for 2024; we are here to help



NCGA SPOTLIGHT: 2024 Billing Specifics

- 2024 NCGA Member Rate: \$46
 - An increase Current regular rate is \$39, increases +\$7
 - Note that "new" NCGA member rate will also be \$46, which is a reduction of \$3

Club Dues & Fees: Eliminated Now (2024) 2024 vs current			
Rate Type	Current	New (2024)	2024 vs current

\$46

\$46

	0.00	 ••••	•••		.0.000.	
Rate T	уре		Curi	rent		

Regular NCGA Member

"New" NCGA Member

October – December Trial

Junior Rate

Club Dues

Club Computer Fee

\$39

Various (\$75 - \$360)

+ Comp. Members

\$49 (\$39 + \$10)

No Charge

\$18

\$100

Charged when member is added

Junior rates through YOC, otherwise regular NCGA Rate

\$0 (Eliminated)

\$0 (Complimentary)

No Complimentary Memberships

+\$7

-\$3 (reduction)

Eliminated (no club

2024 Complimentary

dues or comps)

NCGA SPOTLIGHT: Communication Plans

Communication Plan In Progress

- Informed Club Officers via email (done)
- Letter to Club Officers via UPS/Mail (done; June 7)
- NCGA Spotlight
- Future Club Officer/Ambassador newsletters
- Include in future billing notes
- Effective for January 2024 (applied on Feb 1, 2024 Invoice)



Member Dues Changes: 2024 QUESTIONS





Best Tees for Golfers

Presented to Northern California Golf Association

David Pierce

Director of Research, USGA Green Section

June 27, 2023

A New Collaborative Approach















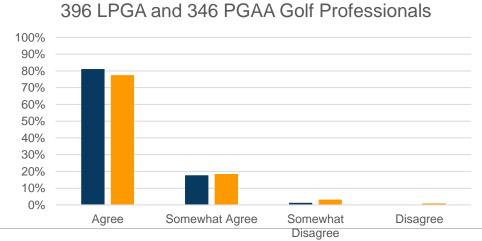
- Golfers and facility managers were asked what they want to achieve through:
 - Golfer survey (20,000 golfers)
 - NGCOA survey
 - LPGA survey
 - PGAoA survey



What is a "Best Tee" for a golfer?

LPGA and PGAoA Golf Professionals were asked:

How do you feel about this statement: "A set of tees is a good fit for a golfer's ability when it allows them to comfortably reach the fairway on par 4s and par 5s, reach most greens in regulation, and allows them to hit a variety of clubs on their approach shots."



In other words, if a golfer plays a "Best Tee"

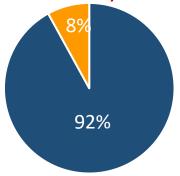
With good shots on most holes, golfers are in the vicinity of the putting green without constantly using longer clubs on approach shots, giving more opportunities for pars and some chances for a birdie!!

Do golfers play "Best Tees"?

... and while >99% LPGA and PGAoA Golf Professionals believe golfers have a better experience when they play from tees that fit their ability, when asked:

In your experience, how common is it for golfers to choose a set of tees that is

too long for their ability?

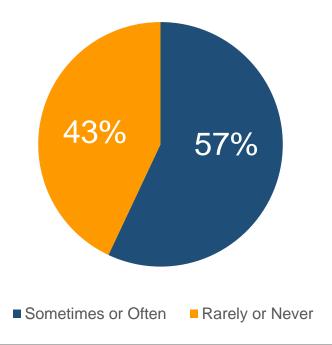


- Extremely or Somewhat Common
- Not Common or Seldom

Key Finding: USGA
Score Posting Analysis
estimates about half of
men and three-quarters
of women play too long
a course.

Golfers admit themselves to playing too long

Do you ever feel like a course is too long for you?



Why don't golfers play "Best Tees"?

- Ego
- Peer pressure
- Creatures of habit

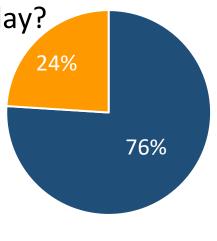
- Gender/Age Stigmas
- Overestimated Ability

- Lack of "Enlightenment"
- Lack of Options



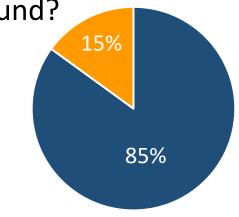
Is it important for you to experience the designed strategies of the course from the tee you play?

Agree/Strongly Agree



Disagree/Strongly Disagree

Is it important for you to play a balance of different shots and clubs during a round?



- Significant or Extremely Positive Impact
- Slight or No Impact

What hole lengths do golfers prefer?

Based on Approach Club

Hole Par	Shortest	Middle	Longest
3	Gap Wedge	6-iron	3-wood
4	Gap Wedge	6-iron	3-wood
5	Pitch Shot	9-iron	6-iron

 This confirms that golfers also fundamentally agree with the definition of "Best Tees"

Golfer Performance Data – Average Golfers

Gender	Driver	7-iron	PW
Female Distance (yds)	150	100	70
Male Distance (yds)	213	142	102
Estimate vs. Measured	+8.7%	+4.2%	0.0%

56% of golfers surveyed never measured actual hitting distance

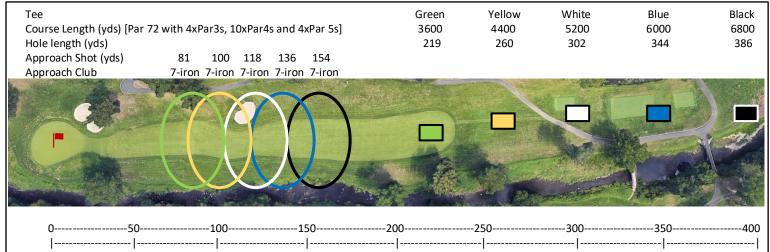
Tees to Accommodate 97% of Golfers

Physical Tee	Orange	Green	Silver	Black	Gold
Course Length (yds)	3,600	4,400	5,200	6,000	6,800
Average Par-4 Length (yds)	208	254	300	344	393

- Combo Tees can be placed between each pair of physical tees @ ~4000, 4800, 5600 and 6400 yards.
- Three physical tees and five playing options for each gender overlapping at 5200 yards

An Example Par 4 Hole – Idealized Tees

- A variety of golfer abilities from shorter to longer hitting distances are accommodated
- Does not preclude the use of shared tees or a combo-tee course that varies the approach clubs used over 18 holes





Positive impacts of playing Best Tees

For the individual golfer

- Scoring improves (They can reach greens in regulation)
- Time need to play a hole is reduced (pace of play increases)
- Golfer satisfaction improves for the individual they have more fun shooting lower scores!

For other golfers on the course

- Less waiting (pace of play increases)
- Golfer satisfaction improves for these golfers

For the facility

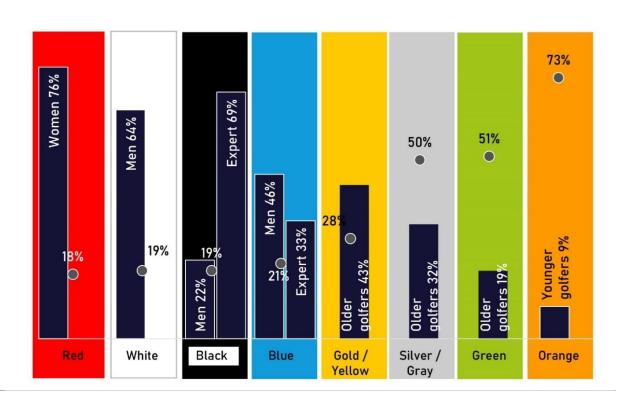
- Overall, happier, more satisfied golfers retention improved
- More rounds



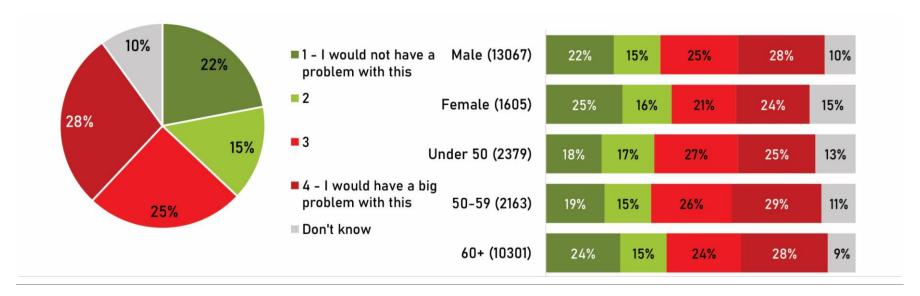




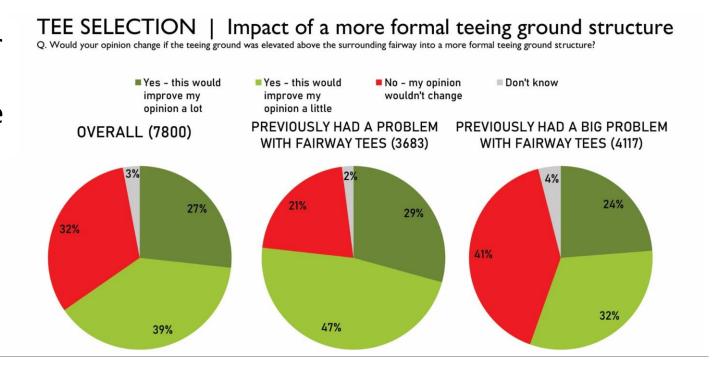
"Do you associate certain tee colors with particular groups of golfers?"



"How would you feel about playing from a tee that was located in the fairway, with markers at ground level?"



"Would your opinion change if the teeing ground was elevated above the surrounding fairway?"



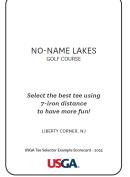


Comprehensive system is under development

- ✓ Best Tee infographic
- ✓ Course Playability infographic
- ✓ Facility manual and Quick Start guide
- ✓ Scorecard implementation options
- ✓ Committee Competitions Tee Selection guide
- ✓ Tee Construction guide













Longer, hard to hit,	more exaggerated
clubs (drive	r & 5-iron)

Linear – recommended playing length becomes very long for long hitters

No adjustment – universal for all courses

No change for Effective Playing Length factors

New Best Tee System

Easier to hit, less exaggerated club (7-iron)

Non-linear – based on golfer preferences, ability and behaviors

Fully customized for each course

Can account for all EPL factors

Tee Selector Infographic

For facilities to support golfers selecting the best tee





Mock Scorecard

Preliminary market research showed that building it into the scorecard was preferred

Option 1: Table on the back of the card

Average 7-Iron Distance (yards)	Recommended Tee	Course Length (yards)		
More than 150	Gold	6800		
140 - 150	Gold / Red Combo	6400		
130 - 140	Red	6000		
120 - 130	Red / White Combo	5600		
110 - 120	White	5200		
105 - 115	White / Green Combo	4800		
95 - 105	Green	4400		
85 - 95	Green / Blue Combo	4000		
Less than 85	Blue	3600		

For more information, contact Dave Pierce at dpierce@usga.org or send an email to the USGA Green Section at golferexperience@usga.org. NO-NAME LAKES
GOLF COURSE

Select the best tee using 7-iron distance to have more fun!

LIBERTY CORNER, NJ

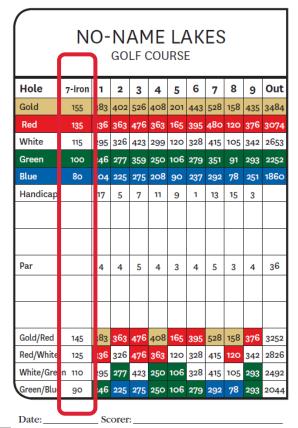
USGA Tee Selector Example Scorecard - 2023





Mock Scorecard

Option 2: 7-iron distance built into the card



	10	11	12	13	14	15	16	17	18	In	Tot	Нср	Net
l	402	502	186	406	423	408	300	161	528	3316	6800		
	360	460	155	347	371	361	263	135	474	2926	6000		
	308	422	125	316	331	325	204	120	396	2547	5200		
	259	358	111	266	282	277	157	104	334	2148	4400		
	217	274	95	219	233	227	115	85	275	1740	3600		
	8	6	12	14	2	10	16	18	4				
	4	5	3	4	4	4	4	3	5	36	72		
	402	502	155	347	371	408	300	135	528	3148	6400		
	360	422	155	347	371	325	263	135	396	2774	5600		
	308	358	125	266	331	325	157	104	334	2308	4800		
	259	274	111	266	233	277	157	104	275	1956	4000		

ISCA GreenSection



Attest: _

Playability Infographic

There is more to tee selection that purely distance!

Optional additional infographic to support golfers selecting the best tee





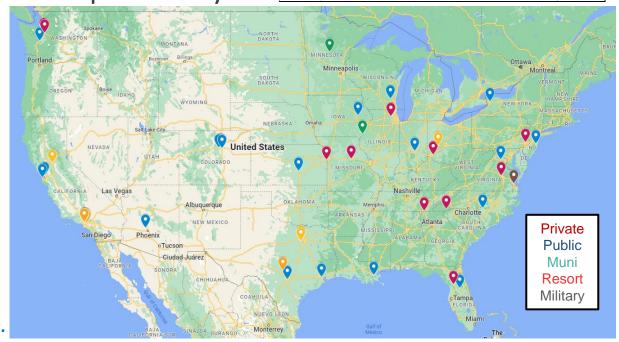
Beta-testing Enrollment

Enrollments completed in April & May

- 40 Facilities
- 60 Courses
- 1089 Holes

Field testing will continue through the end of September and the results will be incorporated into an updated version for 2024 (Crystal Springs, Haggin Oaks, Monarch Bay).

14	Public	24
10	Private	12
13	Municipal	21
1	Military	1
2	Resort	2
40		60





Implementation: Golf Shop



"On the Wall"





"Under the Glass"

Implementation: Starter











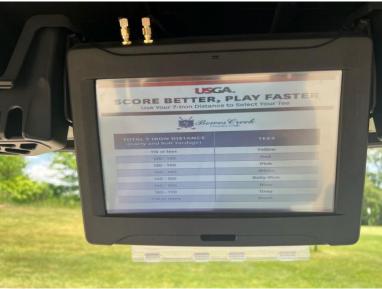
Implementation: Range





Implementation: Golf Carts







Best Practices

- Rate all tees for all players
- Don't create barriers with course setup and presentation
- Encourage golfers to measure average 7-iron hitting distance
- Make tee recommendations part of the culture at your course based on hitting distance and course playability

Questions





FOR THE GOOD OF THE GAME®

NCGA SPOTLIGHT

Known courses/tees less than 1,500 yards (for 9 holes) to be rated in time for January 1, 2024



NCGA SPOTLIGHT

Known courses/tees less than 1,500 yards (for 9 holes) to be rated in time for January 1, 2024

Bijou

Bing Maloney

Bradshaw Ranch

Brooktrails

Casserly

Corica Park

Deep Cliff

Dingerville

Emerald Hills

Exeter

Foothill

Golden Gate Park

Kings Valley

Laguna Lakes

Lahontan

Lake Chabot

Lake Wildwood

Mariner's Point

Meadowood

Olympic - Cliffs

Rancho Del Pueblo

River Oaks

Riviera Hills

Santa Teresa

Sea Pines

Swenson Park

Valley Golf

Villages

Visalia



NCGA SPOTLIGHT

NCGA "Spotlight" - Your thoughts

- Send us your thoughts on subjects you would like to see covered in September
- Jim Cowan (jcowan@ncga.org)

