



NCA CONNECT

NEWS.TRENDS.ANALYSIS.

 VCT NCA's Official Strategic Communications Alliance Partner

July 2012

Physical Issues that Trigger Renovations

by Larry Hirsh, President, Golf Property Analysts

There are numerous examples of how clubs renovate, but what is most important is why. Sometimes a club needs to compete in order to survive and thrive. Sometimes the club's facilities have been neglected. Often, the club members simply demand higher quality. The decision to renovate is a complex one and often takes years to make, but once the decision is made, renovations can pay off in terms of both member satisfaction and increased revenue.



Following are a few of the reasons clubs might undertake renovation programs:

Golf Course

- Shrinking, underperforming greens
- Tree overgrowth
- Turf problems
- Drainage problems
- Update course to modern game
- Seek rating recognition
- Antiquated and troublesome irrigation system
- Limited or no practice facilities
- Poorly constructed and performing bunkers

Clubhouse

- Roof issues
- HVAC operations
- Redecorate from older style

- Increase dining/banquet capacity
- Update or upgrade kitchen facilities
- Increase parking
- Enhance outdoor areas
- Establish or upgrade fitness or childcare facilities
- Upgrade locker areas

Other Buildings

- Upgrade or expand maintenance facility
- Develop or upgrade on-course restrooms
- Establish indoor learning centers
- Indoor sports facilities/"bubbles"

Swimming/Tennis, Other Sports

- Redo/resurface old tennis courts
- Update and improve antiquated swimming facilities (filters, heaters, diving, etc.)
- Add sports facilities (paddle, fitness, other sports)
- Enhance buildings
- Enhance pool/tennis area

Laurence A. Hirsh, CRE, MAI, SGA, FRICS is the president of Golf Property Analysts, a leading golf property appraisal consulting and brokerage firm based in Philadelphia. He can be reached at larry@golfprop.com or 610-397-1818.

This article appeared in the July 2012 issue of NCA CONNECT, a publication of the National Club Association. For more information, visit www.nationalclub.org.