

APRIL 2023

THE CONTRIBUTIONS OF GOLF TO
THE COMMONWEALTH OF MASSACHUSETTS

2022 IMPACT REPORT

ECONOMIC, ENVIRONMENTAL AND QUALITY OF LIFE

Prepared For:

AMGO

Alliance of
Massachusetts Golf
Organizations

SUMMARY REPORT

ECONOMIC CONTRIBUTION HIGHLIGHTS

Golf is an incredibly popular recreational activity (roughly 1 in every 7 people participated in 2022) with an economic footprint comprising multiple sub-industries (golf facilities, consumer retail, construction, tourism, real estate, charity, etc.).

The game of golf drove **\$2.06 billion in direct economic activity throughout Massachusetts** in 2022, an **increase of 19%** over its \$1.74 billion impact in 2012. But there's a significant ripple effect, too. Golf stimulates a deeper layer of economic activity in other complementary industries - a lifestyle that spurs thousands to travel, make purchases, and build and buy homes. The industry's indirect and induced effects stimulate an **additional \$1.32 billion** in economic impact, meaning golf's complete economic portrait in Massachusetts total over **\$3.38 billion** and enabling over **35,000 jobs**, **\$1.9 billion in wage income** and **\$225.8 million in state and local taxes**.



Direct Impact

Golf Economy Total Direct
Expenditures

\$2.06B

Total Contribution



Economic Output

\$3.378B



Employment

35,115 JOBS



Wages and Benefits

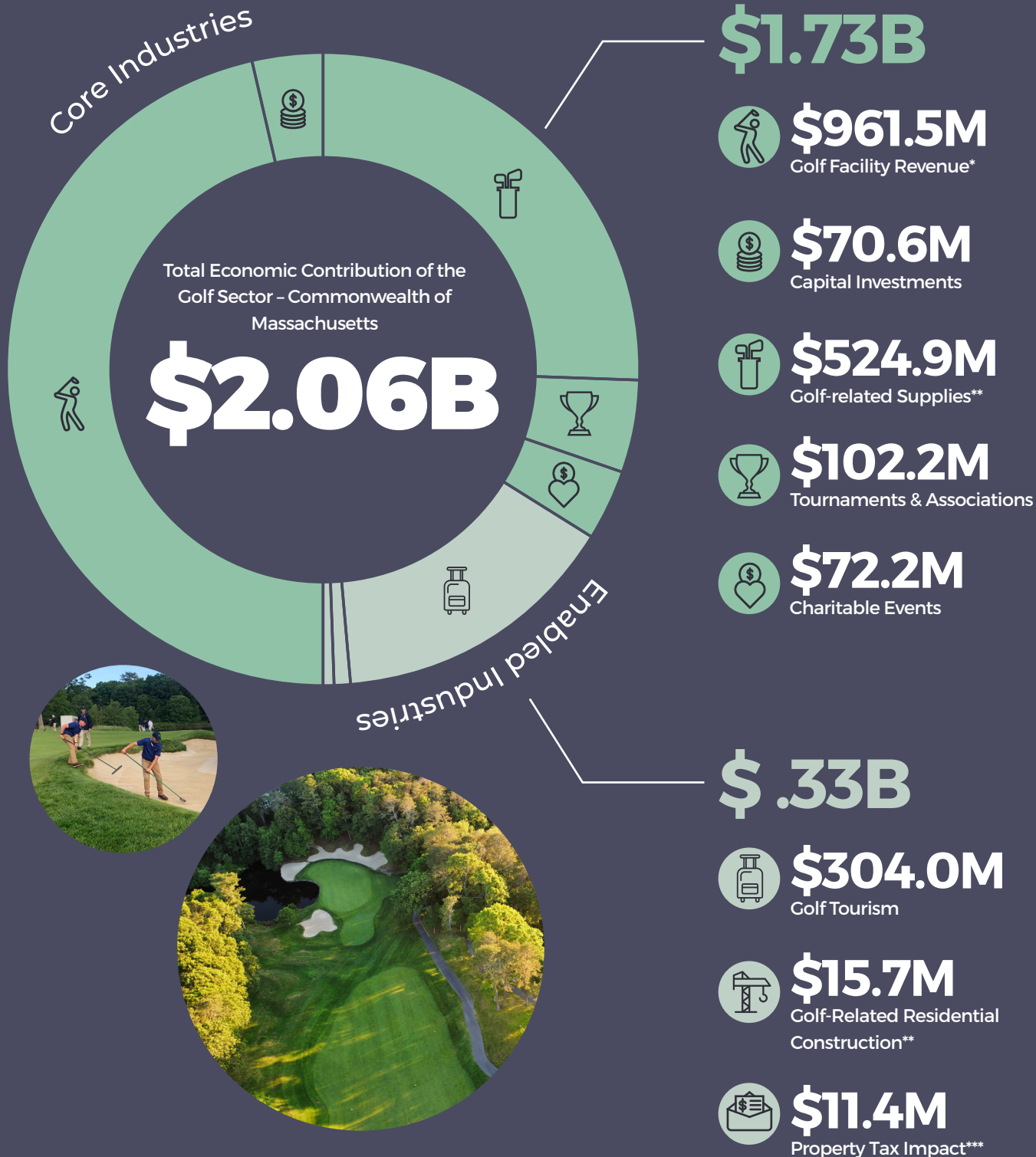
\$1.900B



State & Local Taxes

\$.225B

SUMMARY OF DIRECT ECONOMIC IMPACT



* Revenue from golf facility operations including on-course merchandise sold.
 **Total retail sales do not include on-course merchandise sold.
 *** Property tax impact of \$11.4 million is the net gain for local taxing authorities

NON-ECONOMIC CONTRIBUTION HIGHLIGHTS

Golf continues to be in a leadership position compared to many recreation activities in Massachusetts. In addition to the economic contribution noted above, there are other impacts that golf has on the Commonwealth of Massachusetts, including:

- Golf provides upwards of **52,000 acres of green space** within the State, and provides affordable outdoor recreation to over 2.7 million Massachusettsan households. Nearly all (93%) of Massachusetts golf facilities offer a junior golf program, while 87% report hosting a women's golf program, 62% offer scholastic golf, and 33% have a specialized beginner program like WELCOME2GOLF or Get Golf Ready.
- Golf courses can elevate the quality of life in communities in which they are present by helping to improve the health and well-being of citizens and by providing additional social, youth/family activities and programming. As traditional golf is not an option for some, golf facilities have introduced other amenities and activities to their offerings, such as driving ranges, practice facilities, golf simulators, cornhole, lawn bowling, bocce ball, shuffleboard, swimming, gym access, tennis/pickleball courts, curling, etc.



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**52,000 acres
of green space**

Affordable outdoor
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MASSACHUSETTS GOLF FACILITY OFFERINGS ALSO INCLUDE

➔ Public meeting space availability	52%
➔ Snow/winter sports	38%
➔ Bike/walking trails	34%
➔ Bird Watching	14%
➔ Fishing	10%
➔ Yoga/exercise activities	7%



Fostering the Game

Almost every facility surveyed by NGF in 2023 (97%) participated in at least one program for fostering the growth of the game in 2022. Results estimated that 93% of Massachusetts golf facilities offer a junior golf program, while 87% offer a women's golf program. Other offerings included PGA Junior League (55%), scholastic golf teams (62%), specialized beginner programs such as Get Ready Golf or WELCOME2GOLF (33%), military and veteran programs (18%), Youth on Course (12%), First Tee (3%), and GCSAA First Green (2%). Facilities also mentioned offering free golf to kids on the weekends and hosting Drive, Chip & Putt qualifying events.

First Green, a GCSAA Foundation initiative, is an environmental and STEM education outreach program using golf courses as environmental learning labs for young students. Participants test water quality, collect soil samples, identify plants, design plantings, assist in stream bed restoration and are involved in the ecology and environmental aspects of the golf course.



Living

While golf is an industry with economic importance, the game also supports the health and well-being of roughly one in thirteen Americans. A study released in June of 2019 concluded that spending 120 minutes or more per week in nature is positively correlated with well-being¹⁴. Walking 18 holes of golf also burns between 531-2467 calories. Golf provides an activity for the improved physical and mental well-being of the more than seven million Massachusettsans who participate.



Environmental

The NGF review shows that Massachusetts golf courses provide the following key environmental takeaways:

- ➔ Golf Facilities in MA total approximately 52,000 acres of open space within the Commonwealth of Massachusetts. (~ 44,000 golf course acreage)
- ➔ 11% of the MA facilities have replaced some turfgrass in the past 5 years using native vegetation, trees & shrubs, and/or other turfgrass varieties.
- ➔ MA golf courses reported that 40% of their course water usage comes from ground water, while 36% comes from surface water, 9% comes from reclaimed water and 14% comes from other sources.
- ➔ MA facilities were asked to indicate which GCSAA's Best Management Practices (BMP) they have adopted (or plan to adopt in the next year) as a result of reading the GCSAA's BMP for MA GC Planning Guide. The top four adopted practices were related to Irrigation (34%), golf turf fertilization and nutrient (32%), cultural practices (32%), and Pesticide Management (30%).
- ➔ The top four environmental impact programs facilities have implemented include: sprinkler head upgrades to reduce water use (56%), installation of bat boxes, bird houses, etc. (50%), provide natural areas with dead trees, undisturbed brush piles and "no-mow" areas (44%), and adding annual and perennial garden beds designed to provide food for wildlife and attract butterflies and bees (41%).
- ➔ **Irrigation Audits:**
 - » Over half (53%) of the facilities who took the 2023 survey reported that they have done an irrigation audit in the past five years with 67% of them making adjustments/ corrections to their irrigation system after the audit and saving them on average 18% of water savings per year.
- ➔ **Energy Audits:**
 - » 37% of MA facilities reported having done an energy audit in the past five years with 90% adopting energy-saving practices, resulting in 10% of energy saving per year on average.

SUMMARY OF TOTAL ECONOMIC IMPACT

\$1.150B

Golf-related Supplies

Direct **Indirect/Induced**

\$524.9M \$624.8M

\$101.2M

Capital Investments

Direct **Indirect/Induced**

\$70.6M \$30.7M

\$1.477B

Golf Facility Operations

Direct **Indirect/Induced**

\$961.5M \$515.7M

\$120.8M

Tournaments & Associations

Direct **Indirect/Induced**

\$102.2M \$18.7M

\$100.4M

Charitable Giving

Direct **Indirect/Induced**

\$72.2M \$28.2

THE ECONOMIC CONTRIBUTION OF GOLF TO THE
COMMONWEALTH OF MASSACHUSETTS

\$3,378,334,000

Total Economic Impact - 2022

\$393.7M

Golf Tourism

Direct **Indirect/Induced**

\$304.0M \$89.7M

\$11.4M

Property Tax Impact

\$23.8M

Golf-Related Residential
Construction

Direct **Indirect/Induced**

\$15.7M \$8.1M

Priceless

Golf's Non-Economic Benefits