

## Iowa Golf Economy 2006

Included below is the 'Study Overview' for the Economic Impact Study recently completed for the Iowa Golf Alliance by Golf 20/20 and SRI International.

“With its good soil, verdant greens and the third highest number of holes per capita, golf is more than an enjoyable pastime in Iowa—it is a key industry contributing to the vitality of Iowa’s economy. In 2006, the size of Iowa’s direct golf economy was approximately \$428.9 million. Golf brings visitors to the state, drives new construction and residential development, generates golf-related manufacturing and retail sales, and creates demand for a myriad of goods and services through the operation of the golf facilities themselves. When the total economic impact of these golf-related activities is calculated, Iowa’s golf industry generated approximately \$769.6 million of direct, indirect and induced economic output, \$230.7 million of wage income and 10,396 jobs.

As a predominantly agricultural state, Iowa’s key crops are corn and soybeans. To put the size of Iowa’s golf economy in context, after corn and soybean production, the direct revenues generated by Iowa’s golf industries exceeded the income earned from the sale of all other crops in the state combined: hay, oats, wheat, vegetables, fruits and nuts, nursery and greenhouse crops, seeds and so on (\$428.9 million versus \$297.0 million). Moreover, the revenue per acre generated by Iowa golf facilities is extremely high at approximately \$6,645 per acre. (For example, in 2006, Iowa corn generated an average \$513 per acre and soybeans an average \$314 per acre.)

Historically, many golf-related economic studies have been conducted at the state level, but there has been no comprehensive, standardized framework employed in these studies. This makes it more difficult to monitor industry growth over time in a specific state, or to make comparisons of the size of the golf economy and its impact across states. This current report describes and analyzes Iowa’s golf industry cluster, including the revenues and economic impact generated by the industry. The report represents significant investment in developing a consistent and comparable state-level economic impact framework by GOLF 20/20 and SRI International, with considerable input from the Iowa Golf Alliance. The Iowa Golf Economy 2006 report is one in a series of golf economic impact studies currently being conducted at the state level.”

The Iowa Golf Alliance includes:

- Jim Cutter – Tall Corn Chapter – Club Managers Association of American
- LuAnn Reinders – Iowa Department of Economic Development
- Bill Dickens – Iowa Golf Association
- Dan Clark – Iowa Golf Course Owners Association
- Mike Evertsen – Iowa Golf Course Superintendent Association
- Troy Christenson – Iowa Section – PGA of American
- Jeff Wendel – Iowa Turfgrass Institute