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## Privilege Member Golf - PMG

### PRIVILEGED MEMBER GOLF - PMG

We have joined forces with a lengthy list of Ontario golf courses to create a new reciprocal course arrangement. For a green fee of \$30 (cart extra) you can play at any of the golf courses in the PMG group. All you need to do is ask Randy Taylor our CPGA Pro to call and book a time for you. A list with the available golf courses will be posted in the locker rooms and a list will be available in the Pro Shop.

This is an article from the Hamilton Spectator: <http://www.thespec.com/Sports/article/531992>

**GARRY MCKAY** Golf courses banding together to weather economic storm  
The Hamilton Spectator (Mar 18, 2009)

International market research giant IBISWorld has released its forecast for golf this year and not surprisingly it expects the current worldwide recession will have a negative impact on the sport. On the bright side, however, it says "operators who do survive the economic downturn will be well placed for improved profitability when the economy recovers."

With that in mind, the new program being rolled out by George Tidd and Terry Parker, who own and operate both Hidden Lake and Lowville golf clubs, makes so much sense. They've brought together 30 golf clubs from across the province to form an association called Privileged Member Golf.

In a nutshell, if you are a member at any of the clubs you get to play any of the others for a green fee of \$30, which in most cases is considerably less than you would pay if you just walked in off the street.

The courses each have their own geographic area so they don't really compete with each other for members, and no new course can join the group unless its nearest geographic neighbour agrees. The program gives each of the clubs a major advantage when it comes to selling memberships at their club.

"The whole impetus behind this thing is to offer some value-added to the members so that we can all increase our membership numbers," Tidd said.

"The important thing to us is that when our members go to other places they're treated just as though they were a member there. They get greeted at the front door; they get access to the lockers rooms, the whole shooting match."

Geographically, the clubs in the group are as far north as Sudbury, east to Smiths Falls and Belleville, west to London, and throughout southern Ontario.

In the Niagara Peninsula, there are four members: Beechwood, Bridgewater, Port Colborne and Twenty-Valley.

Tidd said the program can be an advantage for travelling businessmen, or just club members who like to try other courses.

There are also quite a few member clubs in cottage country.

"We even have interest from a private club in Florida that's interested in joining the program," Tidd said.

"The reaction has been really good from everyone who has joined."

The concept seems brilliant in its simplicity and is a perfect example of the creative thinking that golf clubs are going to have to do to survive the economic downturn.

Here's a few other examples of what IBISWorld says about the future of golf in the short and long term.

"Economic uncertainty, rising unemployment and low discretionary spending will cut industry

revenue in 2009. Golf courses and country clubs will earn less from memberships and green fees and from events catering. Revenue from Christmas parties and other celebrations will be markedly lower as corporations and individuals reduce their expenditure.

"Establishments can boost revenue with improved food and drink services and by promoting lessons and golfing clinics."

### **PRIVILEGED MEMBER GOLF - PMG**

Here is a list of the courses and their location:

|                                   |                          |
|-----------------------------------|--------------------------|
| Barcovan Golf Club                | Trenton                  |
| Batteaux Creek Golf Club          | Collingwood              |
| Beechwood Golf & C. C.            | Niagara Falls            |
| Black Horse Golf & Country Resort | Kincardine               |
| Bridgewater Country Club          | Fort Erie                |
| Brooklea Golf & C. C.             | Midland                  |
| Cambridge Golf Club               | Cambridge                |
| Cedar Green Golf Club             | Sudbury                  |
| Elmira Golf Club                  | Elmira                   |
| Hidden Lake G & C. C.             | Burlington               |
| Ingersoll Golf & Country Club     | Ingersoll                |
| Lake St. George Golf Club         | Orillia                  |
| Ironwood Golf Club                | Exeter                   |
| Lowville Golf Club                | Milton                   |
| Mill Run Golf Club                | Uxbridge                 |
| Muskoka Highlands Golf Links      | Bracebridge              |
| Norfolk Golf & Country Club       | Simcoe                   |
| Port Colborne C. C.               | Port Colborne            |
| Rebel Creek Golf Club             | Kitchner                 |
| Saugeen Golf Club                 | Port Elgin               |
| Settlers' Ghost Golf Club         | Barrie                   |
| Shelburne Golf & C. C.            | Shelburne                |
| Smiths Falls Golf & C. C.         | Smiths Falls             |
| Springfield Golf & Country Club   | Guelph                   |
| Stone Tree Golf & Fitness Club    | Owen Sound               |
| Stratford Country Club            | Stratford                |
| The Guelph Country Club           | Guelph                   |
| The Oaks of St. George G. C.      | Paris                    |
| Timberwolf Golf Club              | Sudbury                  |
| Trafalgar Golf Club               | Milton                   |
| Twenty Valley Golf & C.C.         |                          |
| Wolf Run Golf Course              | Janetville (lake scugog) |