USGA Media Center

FAR HILLS, N.J. (Dec. 8, 2015) – The United States Golf Association (USGA) and the American Society of Golf Course Architects (ASGCA) have launched a collaborative program to help publicly accessible golf facilities improve the design and maintenance of their courses in order to deliver a better experience for their customers.

Combining the expertise of ASGCA member architects and USGA agronomists, scientists and researchers, the program will provide pro bono consulting services to facilities that need assistance to achieve their goal of making their layouts more enjoyable and reducing their maintenance costs.

“Course design and maintenance form the foundation of a golf facility’s operations,” said Mike Davis, USGA executive director. “With the knowledge that the ASGCA and USGA can offer, more publicly accessible facilities will be able to strengthen this base, while promoting resource efficiency, a better golf experience and a stronger connection to the local community.”

Starting today, facilities can submit an application for the service, which will include an on-site evaluation, professional analysis and a report outlining recommendations for improvement. Recommendations can cover course design, agronomy, environmental stewardship and golf course operations, with the goal of lowering costs while also improving the golfer experience.

“The ASGCA, along with the ASGCA Foundation led by John LaFoy, is pleased to partner with the USGA on this initiative,” said Steve Smyers, president of the ASGCA. “Golf facilities have long benefited from the efforts of ASGCA members and USGA agronomists. Collaboration between our experts will have a positive impact on the facilities we support. ASGCA members are excited and proud to bring their expertise to this program.”

Interested facilities must submit an application by one of three deadlines over the coming year: March 15, Aug. 15 or Dec. 15. The application can be found here.

Canal Shores Golf Course, a community-owned and operated facility in Evanston, Ill., is the first course to receive a pro bono evaluation through the program.

“This has been an incredible opportunity,” said Jason Way, of the Canal Shores planning committee. “We have some great ideas about how to improve the course, but the assistance from the USGA and the ASGCA allows us to get past the initial planning process, so we can move forward with our vision for making Canal Shores a multi-use community green space that the maximum number of people can enjoy.”

Selected facilities must express a willingness to carry out the recommendations from the USGA and ASGCA. Facilities will be expected to track and report the effectiveness of their improvements based on specific metrics.

A video that shares more detailed information on the program and Canal Shores can be found at usga.org via the following link: http://www.usga.org/articles/2015/12/usga-and-asgca-partnering-to-improve-public-facilities.html

The partnership complements the USGA’s course consulting services, which deliver implementable solutions to support a healthier future for golf facilities. In October, the USGA also announced a five-year master research partnership with the University of Minnesota to study and develop solutions to golf’s present and future challenges, including environmental sustainability.

Questions about the program can be directed to Hunki Yun of the USGA (hyun@usga.org) or Aileen Smith of the ASGCA Foundation (aileen@asgca.org).

About the USGA

The USGA conducts the U.S. Open, U.S. Women’s Open and U.S. Senior Open, as well as 10 national amateur championships, two state team championships and international matches, attracting players and fans from more than 160

countries. Together with The R&A, the USGA governs the game worldwide, jointly administering the Rules of Golf, Rules of Amateur Status, equipment standards and World Amateur Golf Rankings. The USGA's reach is global with a working jurisdiction in the United States, its territories and Mexico, serving more than 25 million golfers and actively engaging 150 golf associations.

The USGA is one of the world's foremost authorities on research, development and support of sustainable golf course management practices. It serves as a primary steward for the game's history and invests in the development of the game through the delivery of its services and its ongoing "For the Good of the Game" grants program. Additionally, the USGA's Course Rating and Handicap systems are used on six continents in more than 50 countries.

For more information about the USGA, visit usga.org.

About the ASGCA

Founded in 1946 by 14 leading architects, the American Society of Golf Course Architects is a nonprofit organization comprised of experienced golf course designers located throughout the United States and Canada. Members have completed a rigorous two-year-long application process that includes the peer review of four representative golf courses.

The average ASGCA member has spent nearly 30 years as a golf course architect, has designed 42 new 18-hole courses and has worked on or consulted on nearly 150 projects in eight countries around the world.

The ASGCA Foundation helps those planning green space for recreational purposes understand how golf course architecture can increase player enjoyment, benefit the environment and grow the game of golf.

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https://mediacenter.usga.org/2015-12-08-USGA-American-Society-Of-Golf-Course-Architects-Announce-Partnership-To-Support-Publicly-Accessible-Golf-Courses