



MGCA

National Golf Course Owners Association Affiliate

March 11, 2020

House Ways and Means Committee
P.O. Box 30014
Lansing, MI 48909

Dear Representative Iden and Committee Members,

For your committee discussion on the March 12 agenda in regards to House Bill 4303, I write to you on behalf of the Michigan Golf Course Association to let you know how Michigan golf courses would be negatively impacted, should Congress pass a bill that eliminates daylight savings time in our State.

The elimination of DST would affect the golf courses in Michigan by taking away playable evening hours, some of the most important revenue hours from public golf courses.

The value of the extra hour in the in morning is less than the extra hour in the evening. This is when families and individuals experience enjoyment after work and school activities. There is a greater utilization of the time gained in the evening than the morning. The trickle down also impacts golf industry suppliers, youth workers, and ultimately the golf consumers. Please find some enclosed statistics on what golf mean to Michigan

The golf industry in Michigan which represents \$4.2 billion in total economic impact and \$1.2 billion in wage contribution would oppose ending daylight savings time.

I would be happy to answer any questions you may have in regards to this or the Michigan Golf Industry.

Respectfully,

Jada Paisley, CMP
Executive Director

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The Voice of Michigan's Golf Business



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LOST REVENUE DUE TO DST ELIMINATION

One lost revenue example: League golf is a very large segment of a golf course's business. Depending on the course, it can be anywhere from 20-30%. In Michigan there are approximately 600 courses that have an average of 13 leagues with 35 people in a league. The total is 273,000 golfers.

If daylight savings time were eliminated, these would be the business challenges a golf course owner and operator would face with ONE of its largest segments of business, resulting in a loss of revenue.

- With one less hour of daylight in the evening, any league starting after 5:00pm would finish in the dark. League golfers start in the spring and in the fall
- A league would have to start an hour earlier to finish. This would mean several golf courses would lose leagues that cannot accommodate an hour earlier league time.
- With leagues starting earlier it would affect the golf course's management on making tee times for individual golfers on either start of league start times, therefore an additional loss of revenue.
- Leagues would not continue to play after their 9 hole round due to lack of light, therefore the golf courses would experience additional lost revenue.
- Food and Beverage sales would decrease due to fewer golfers on the golf course due to darkness, resulting in lower sales on the golf course.
- The evening driving range revenue would also experience a loss in revenue.
- The high fixed costs of maintaining a golf course (or any business) would remain the same if we were to remain on standard time or daylight savings time. A typical 18 hole golf course in Michigan budgets approximately 50% of their overall expenses to golf course maintenance.

The Voice of Michigan's Golf Business