

# 2017 Impact Report



## **MISSION STATEMENT**

The USGA promotes and conserves the true spirit of the game of golf as embodied in its ancient and honorable traditions. It acts in the best interests of the game for the continued enjoyment of those who love and play it.

The USGA is a nonprofit organization that has invested **\$1 billion** directly back into the game over the last 25 years.





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# the Journey



Everyone who plays golf is on a journey, though the destinations are as varied as the people themselves. Most play this game for a lifetime because they love the camaraderie, recreation and enjoyment it brings. Others seek out competitive opportunities, whether it's a match with friends or a local tournament. Some are able to turn their passion for the game into a career, and a select few compete at the highest levels.

Take a moment to think about your own golf journey. From your first set of cut-down irons to the junior golf program you participated in. From the great players you admired growing up to the Handicap Index you used to measure your progress. From the putting green where you spent hours practicing those 4-footers "to win the U.S.

Open" to the lengthening shadows as you hustled to complete nine holes before dark.

You may not have always realized it, but the USGA supports all aspects of golf – the turf you walk, the clubs you use, the junior programs that enhanced your love and aptitude for the game.

Over the following pages, we summarize the impact that the USGA has made in four key areas of the game: Playing, Serving, Honoring and Advancing. We hope this overview will provide you with a greater understanding of how the USGA is directly contributing to the sustainability and enjoyment of the game for millions of golfers around the world, including many youngsters who are just beginning their journeys.



# Playing the Game

We support all those who love and play the game. We create aspirational championships on the game's grandest stages that determine the world's best players, and help inspire the next generation. We develop participation-based initiatives that put our "values in action" – including PLAY9, which allows golfers to enjoy the game in less time.



## \$97.5 million spent on Open Championships enables us to...

- ➔ Help to grow the game and inspire golfers by reaching...
  - More than **190** countries in **25** languages through our broadcast partners
  - Nearly **30 million** unique television viewers in the United States
  - **6.5 million** unique visitors to websites and **6.1 million** live stream views
- ➔ Generate **\$225 million** in economic impact to local communities
- ➔ Increase the purses of our three Open Championships by **50%** since 2013





## **\$10 million** spent on Amateur Championships enables us to...

- ➔ Provide competitive opportunities for male and female players of all ages
- ➔ Conduct 10 championships annually, as well as five international competitions
- ➔ Generate **\$25 million** in economic impact to host communities



➔ More than **40,000** golfers apply to play in our championships on an annual basis

## **\$7 million** spent on technology platforms...

- ➔ Enabled golfers to post **52 million** scores to GHIN in 2016 so they could compete on an equitable basis



# Serving the Game

We serve the game through its governance. We develop, update and implement the “code” that applies to all those who play and love the game to ensure it is played and enjoyed fairly and equitably. In tandem with The R&A, we evaluate and revise the game’s Rules. We provide Course Rating services for golf courses around the world, and provide Handicapping services to create a level playing field for any form of competition.



## **\$8 million** spent on Governance functions enables us to...

- ➔ Provide a structure for the game through writing and interpreting the Rules of Golf
- ➔ Compute a USGA Course Rating for **27,610** courses around the world
- ➔ Implement the USGA Handicap System in **40** countries
- ➔ Invest in people and technology to test **2,400** pieces of equipment for conformance





**\$76 million** spent since 1997 on making golf more welcoming and accessible enables us to...



- Support opportunities for more than **5 million** junior golfers annually through national and local programs
- Realize a **50%** combined year-over-year growth rate in LPGA-USGA Girls Golf and Drive, Chip & Putt participation
- Provide opportunities to golfers with disabilities through **\$7 million** in grants since 1997
- Modify the Rules of Golf to allow golfers with disabilities to play equitably with all golfers

# Honoring the Game

We honor the game's rich legacy – its iconic venues, its legendary champions and its signature moments. The USGA Golf Museum celebrates the rich history of the game, and brings it to life. Our annual Awards and Recognitions bring attention to the game's values, and identify individuals who carry those ideals forward. Collectively, we honor this great game by making it an active part of the present.



## \$5 million spent enables us

- ➔ Preserve and celebrate the game's history through a bold, imaginative presentation of exhibits at the USGA Golf Museum
- ➔ Build the largest and most comprehensive golf library in the world



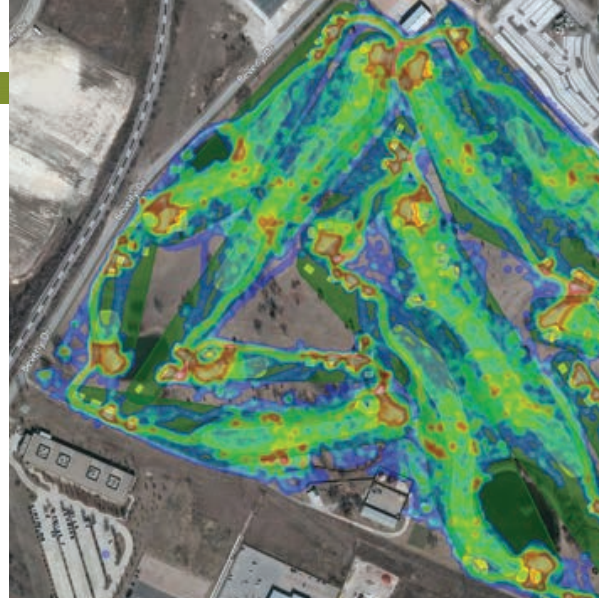
# to...

- ➔ Invest **\$250,000** annually in the collection and preservation of artifacts
- ➔ Deliver historical content to **2.2 million** people annually
- ➔ Care for **100,000** artifacts in the Museum and Library collections
- ➔ Provide hands-on training and work experience to **200** young people each year who aspire to careers in golf through the P.J. Boatwright Internship Program



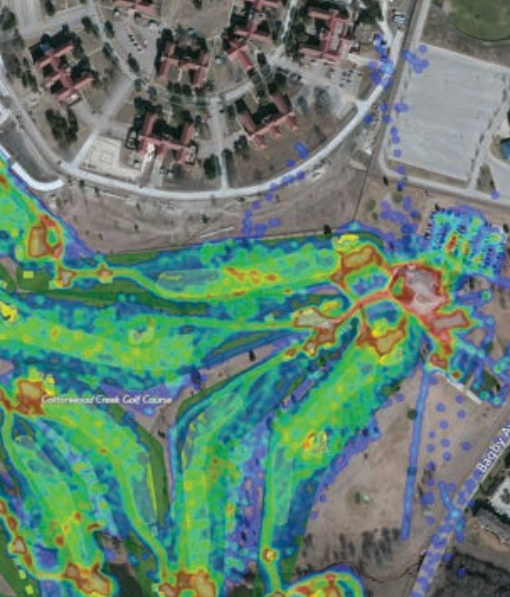
# Advancing the Game

We advance the game through research, science and innovation. Our nearly 100-year commitment to agronomic best management practices provides critically important expertise to ensure golf courses are both economically and environmentally sustainable. We are committed to developing scalable solutions to benefit golf facilities and golfers around the world.



**\$10 million** spent  
on Golf Facilities  
and economic and  
environmental  
sustainability  
enables us to...



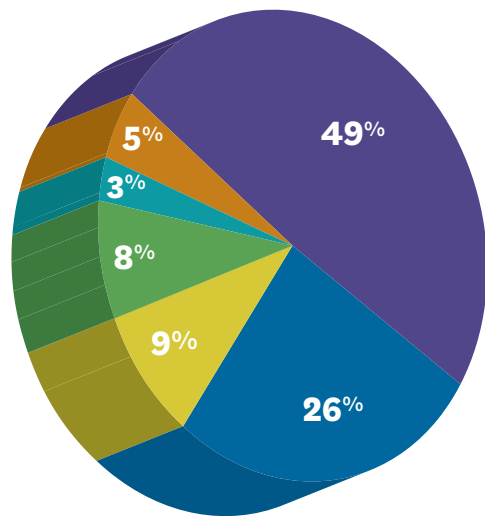


- Help facilities to decrease water usage by **22%** over 10 years, a reduction of **14.3 billion** gallons that saves **\$150 million** annually
- Assist facilities in reducing nutrient usage by **40%**, saving **\$27 million** annually
- Distribute **\$1.5 million** in annual research grants to develop the next generation of sustainable turfgrasses and management practices
- Educate **3 million** people in **160+** countries around the world on agronomy and environmental research
- Publish USGA Guidelines for Putting Green Construction, used by **75%** of golf facilities when building their greens

# Fiscal Year 2016

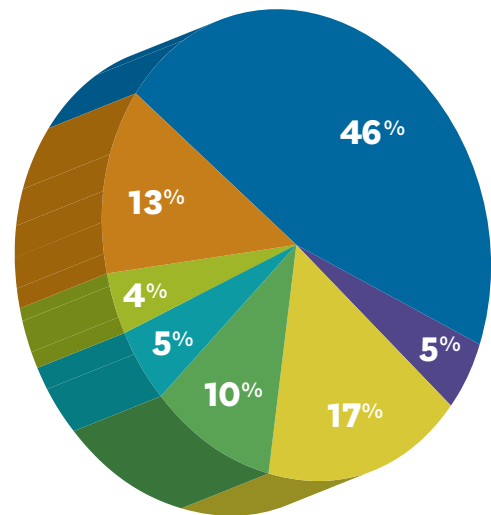
UNITED STATES GOLF ASSOCIATION

Revenues: \$202 Million



- Broadcast Rights
- Open Championships
- Members & Member Clubs
- Partnerships
- GHIN
- Other

Operating Expenses: \$199 Million



- Open Championships
- Amateur/Team Championships
- Golfer Engagement
- Technology
- Golf Facilities
- Governance
- Other

## **THREE-YEAR OUTLOOK OF NEW INITIATIVES**

- Debut of U.S. Senior Women's Open (2018)
- Golfer Engagement and Technology Re-Platform (2018)
- Publication of Modernized Rules of Golf (2019)
- World Handicap System (2020)
- Championship for Golfers With Disabilities (2020)

USGA®

