

WHY NEVADA GOLF?



HISTORY OF THE NEVADA STATE GOLF ASSOCIATION, NORTHERN NEVADA GOLF ASSOCIATION, AND SOUTHERN NEVADA GOLF ASSOCIATION

The research about golf in any part of Nevada has been difficult to pinpoint at any time prior to 1965. It is known that there was a Nevada State Golf Association in the year of 1948 when a Nevada State Open tournament was held in Reno, Nevada at the Washoe County Golf Course.

From 1948 to 1965 nothing has been documented except that there was a NSGA that held various tournaments under the control of the state organization. The Nevada State Amateur rotated between the northern and southern part of the state until the year of 1965.

In 1965 Stead Airforce Base was closed and it had a golf course of nine holes. Washoe County took over the course and Francis Haase started playing golf regularly at Stead. The rounds turned into a weekly pro-am. In the summer of 1968 Haase held a meeting with about 30 other golfers and formed the Stead Men's Golf Club. During this time Haase met

John Whalen and the two worked together to promote the game of golf in the state of Nevada.

Together, they formed the Nevada State Golf Association, and the board was composed of four directors from the Northern part of the state and four directors from the Southern part of the state. Since 1966 these eight directors had been meeting every year and selecting one of the hotels in Las Vegas to hold the Nevada State Amateur Golf Championship.

In 1972 Bob Ring, a director from the Northern Nevada chapter spoke with Whalen about getting an organization in the north of the state to handle the tournaments for the NSGA. The organization would be formed on a trial basis and if it worked successfully a similar organization would be formed for the southern area of the state. In 1973 the Northern Nevada chapter held many tournaments and hosted the Nevada State Championship in 1974. In 1974, John Whalen was named the first Executive Director of the Northern Nevada State Golf chapter. In 1975 Whalen helped set up the Southern Nevada State Golf chapter and served as its Executive Director until 1984.

In the mid-1980's there was a movement in the state association to have the Chapters changed to Associations that would still be operable under the Nevada State Golf Association. This was approved and in 1988 the corporations of the Nevada State Golf Association, Southern Nevada Golf Association, and Northern Nevada Golf Association were formed. The state association retained control over the various state tournaments and the South and North were to conduct them as directed by the state. The number of directors appointed by each regional group has been changed several times until the present number of six from each to compose the twelve board of directors.

Haase and Whalen were known as the "HAALEN" duo and were instrumental in changing the whole picture of golf in Nevada since the days of the 1950's and 1960's when competitive golf barely existed in the state. It took many volunteers to organize golf in the state of Nevada. Golf needs to continue to move forward and preserve the history in Nevada.

**"GOLF FOR NEVADA
GOLFERS and
ALL GOLFERS"**

In 1966 the Nevada State Golf Association was formed and represented golf in the entire state of Nevada.

There was a Northern Nevada Chapter and a Southern Nevada Chapter.

In 1972 the two chapters split to form the Northern Nevada Golf Association and Southern Nevada Golf Association, leaving the Nevada State Golf Association intact to oversee state championship tournaments for golf.

TOGETHER WE ARE STRONGER



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**NEVADA
GOLF**

WHAT WOULD COLLABORATION LOOK LIKE?

MEMBERSHIP STATS: The USGA Membership Stats through May 2024 report:



Joining the members into one AGA for Nevada helps Nevada become a mid-size association.

TOURNAMENTS

More tournaments for all members in Nevada to play year round.



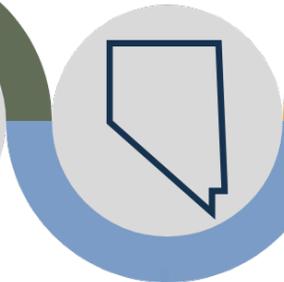
Men, Women, and Juniors play throughout the state



Continue to promote the Legacy Tournaments from both sides



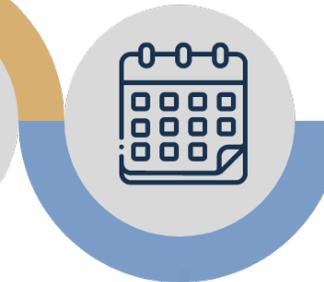
North, South, and Nevada competitions



Competitive and leisure events



Tournaments would be similar to the Utah Golf Association schedule to play all year



MEMBER BENEFITS

GREENSAVER

MEMBER APP

GOLF
MAGAZINES

USGA
HANDICAP
INDEX

ACCESS
DISCOUNTS

HOME COURSE
DISCOUNTS

MEMBER TEES

MEMBER
REBATES

RETAIL
DISCOUNTS

 **intuit
quickbooks.**

 **GOLF NATIONS**

**SHARED
SERVICES**

 **Golf Genius.**


mailchimp

Allied Golf Association Landscape



- The 57 AGAs vary in size from 1 staff (Alaska) to 41 staff (Northern California) with 60% having 6 staff or less
- 6 states have more than one AGA (CA, NV, PA, OH, IL, NY)
- Recent successful merger examples: GAP/Delaware, Central Links (Kansas/Kansas City), Northern Ohio GA/Toledo
- Texas GA and Central Links GA are examples of states with regional offices

Examples of Regional Collaboration Initiatives

Sharing Resources to Enhance Member Experience & Achieve Growth

Colorado / Wyoming
(Fall, '23)



COLORADO GOLF ASSOCIATION



No Nevada / So Nevada
(Spring '24)



Ohio
(Fall, '23)



Northeast Regional AGAs
(Fall, '23)



Pacific Northwest GA
(Winter, '24)



Together We Are Stronger

- Provide more services to our members and clubs (a combinations of existing NNGA and SNGA benefits)
- Greater resources for testing and qualification of new member/club programming and services (golf leagues, recreational membership programming, travel, instruction, etc.)
- Significant “back office” efficiencies with shared services (Finance, accounting, IT, HR, etc.)
- One integrated marketing program, with greater resources to drive membership growth and club support
- Additional scale provides access to state-wide and potentially new sponsorships for revenue
- Improved impact with influencing statewide issues (State government, water issues, etc.)

Putting the combined NNGA/SNGA data in perspective

- Combined revenue: \$1,980,547 (24th nationally and similar to Utah GA and New York State GA)
- Combined Full Time Equivalent Employees: 10.3 (very close to national average of 11 and similar to Wisconsin State GA)
- Combined number of Clubs: 163 (26th nationally and similar to Tennessee GA, Maryland and Nebraska)
- Combined number of Events: 145 (higher than the national average of 128)
- New peers for Nevada would be NYSGA, Indiana, Central Links, Maryland, Utah, Tennessee
- NGF reports there are 235,000 golfers in the state and 82% of the facilities in the state are open to the public = opportunity for membership growth

Together We Check The USGA KPI's



Rules of Golf

- One staff member has an expert certification in the Rules of Golf.



Course Rating

- One staff member is certified under the WHS course rating certification program.
- By April 1st of the term, the Association shall ensure that 100% of all Rated Courses of Member Clubs have a valid and current Course Rating that shall not exceed 10 years from the date of its initial issuance, unless otherwise agreed to by the USGA.



Handicapping

- At least one Association staff member shall be certified in handicapping by the USGA at all times during the current revision cycle of the ROH ("ROH Cycle").
- Each year of the Term, the Association shall achieve 100% completion rate under the Club Authorization Program.
- At least twice (2) during each calendar year, issue email communications to each Member Golfer of the USGA/AGA Club regarding membership benefits.



Qualifiers

- Association shall submit to the USGA a list of sites to host the Qualifiers in accordance with the following schedule: eighty percent (80%) of the Qualifier host sites by November 15th and the remaining twenty (20%) of Qualifier host sites by December 31st.
- At least one Association staff member or volunteer who is Expert certified under the USGA's ROG certification program is in attendance at each Qualifier and available to address any Rules of Golf issues during the Qualifier.



Boatwright

- For each year of participation in the Boatwright Program, Association shall achieve an average intern satisfaction score of 8.5 or higher.

WHAT'S IN IT FOR US?

Benefits for SNGA & NNGA Collaboration

Enhanced Member Benefits

- Access to More Events
- Improved & Combined Services
- Increased Participation

Operational Efficiency

- Cost Savings
- Streamlined Operations

Financial Stability

- Diversified Revenue Streams
- Sponsorship Opportunities

Increased Influence and Representation

- Stronger Voice
- Enhanced Reputation

Benefits for the State of Nevada

Unified Golf Community

- State-Wide Events
- Year-Round Tournaments
- Improved Services and Programs
- Junior Golf Development
- Enhanced Member Services
- Unified services such as handicapping, course rating, and event management improve the overall golfing experience in Nevada.

Stronger Advocacy

- Unified Representation:
- A single, state-wide association can better represent Nevada's interests in national golf forums and with the USGA.

STRATEGIC STEPS TO COLLABORATION

Enhanced Governance and Member Involvement:

- Work together to create one state board.
- Increase Board Meetings: Increasing board meetings to quarterly or bi-monthly to provide consistent engagement and oversight.
- Elections: Advocate for democratic elections for board positions to enhance transparency and member trust.

Member Engagement and Communication:

- Direct Communication: Schedule meetings with each member club to address their specific concerns and explain the benefits of the collaboration.
- Regular Updates: Use newsletters and emails to provide regular updates on the collaboration process, benefits, and next steps.
- Town Halls and Surveys: Conduct town hall meetings and surveys to gather feedback and keep members informed.

USGA Involvement:

- Formal Request for Assistance: Request assistance in facilitating collaboration.
- Meeting: Schedule a joint meeting with USGA representatives, SNGA, and NNGA to discuss the collaboration and address any lingering concerns.

Financial and Operational Planning:

- Financial Assessment: Conduct a thorough financial assessment of both associations and identify how to move forward.
- Phased Integration: Start with integrating administrative functions and gradually integrate member services and events, ensuring minimal disruption and addressing any challenges proactively.
- Two Regional Offices: Maintain offices in both Northern and Southern Nevada to address regional needs and ensure local representation.

Enhance Member Benefits:

- Extend SNGA Benefits: Extend SNGA's member benefits to NNGA, including access to the USGA app, golf magazine, member app, and discounts.
- Develop New Programs: Work towards establishing additional programs like GreenSaver in the North, tied to building relationships with local courses and the Northern NV PGA.

**WHY
NOT
NEVADA
GOLF?**

