

Can Short Courses Save Golf?

Benjamin Warren
Artisan Golf Design

5th Golf Innovation Symposium

USGA®

Lifestyles Are Changing

AND leisure expectations are changing:

- Fit into my busy life
- Be inclusive
- Don't tell me how to dress
- Make me healthier (and make the environment better)

What Is a Short Course?

A golfer wearing a white bucket hat, a light blue polo shirt, and dark shorts is pushing a black golf cart across a lush green golf course. The golfer has a large black golf bag slung over their shoulder. The background features a line of trees and a building under a sky filled with large, dramatic clouds. The overall scene is bright and sunny, suggesting a clear day with some cloud cover.

Winter Park 9

WINTER PARK, FLORIDA

Goat Hill Park

OCEANSIDE, CALIFORNIA





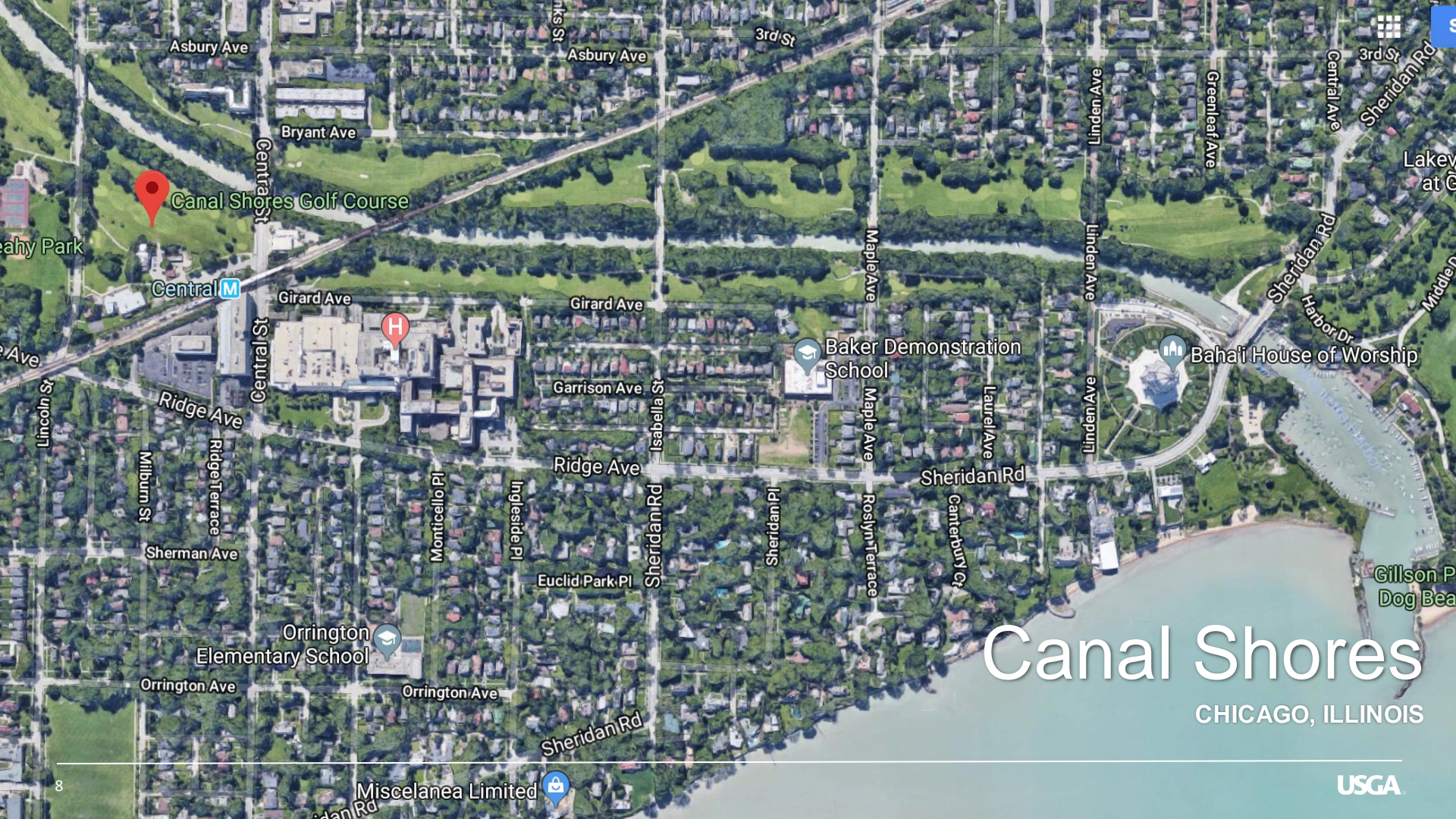
Schoolhouse 9

SPERRYVILLE, VIRGINIA

A wide-angle photograph of a golf course under a bright, cloudy sky. In the foreground, a golfer in a dark jacket and light blue pants is captured mid-swing in a sand trap, with a cloud of sand kicked up behind them. To the left, two other golfers stand on a grassy rise, one carrying a bag. In the center background, a red flag marks a hole on a green. The terrain is hilly and lush with green grass, with some sand traps visible. The overall scene is bright and active.

The Preserve

BANDON, OREGON



Canal Shores Golf Course

Central M

Baker Demonstration School

Bahafi House of Worship

Orrington Elementary School

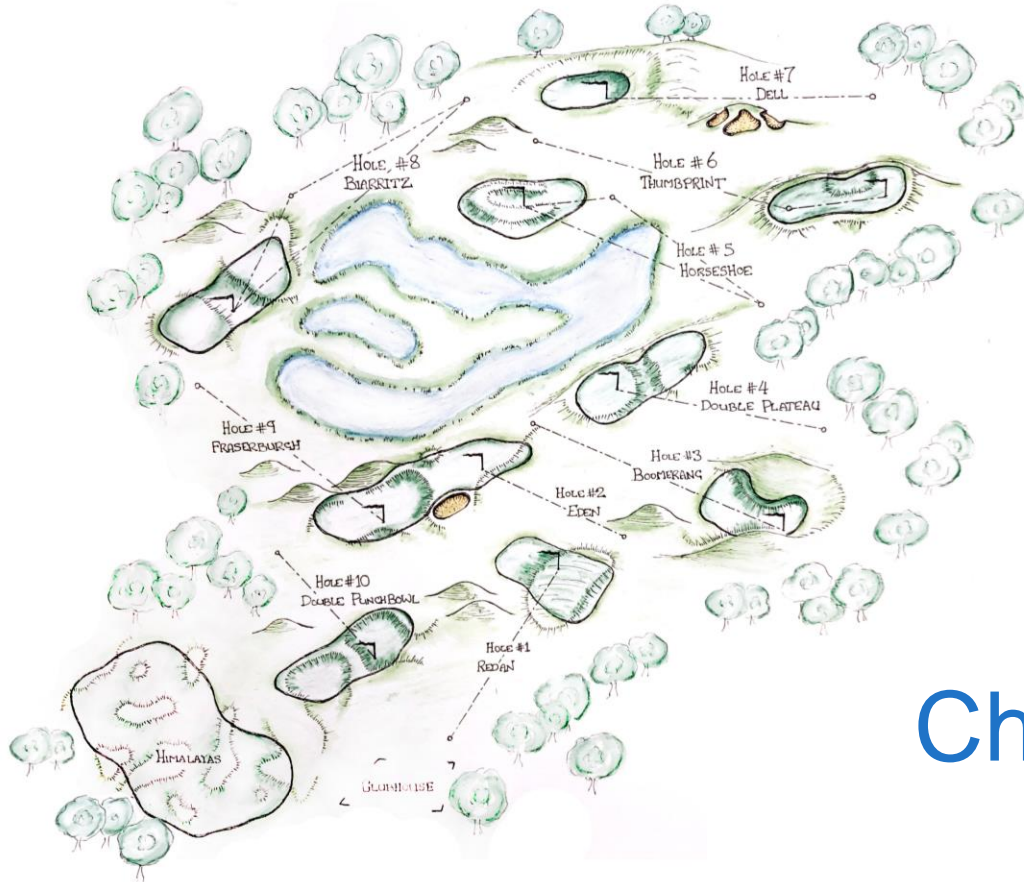
Canal Shores

CHICAGO, ILLINOIS



The Cradle

PINEHURST, NORTH CAROLINA



Chaska Par 30

CHASKA, MINNESOTA

Golf = Community



Barriers to Entry

- Buy hundreds of dollars worth of gear
- Dress like your mom/dad/a tour pro
- Learn some unfathomable etiquette
- No juniors or ladies at certain times
- Travel long distances to play
- Mandatory 18 holes/cart use
- Pay a lot of money
- Get an official handicap

Poll Question

If you had a fun and welcoming short course in your neighborhood would you be more likely to introduce a friend, child or colleague to golf?

1 / Yes

2 / No

The Home of *Short Form* Golf



French Short Courses

Revenue Per Yard

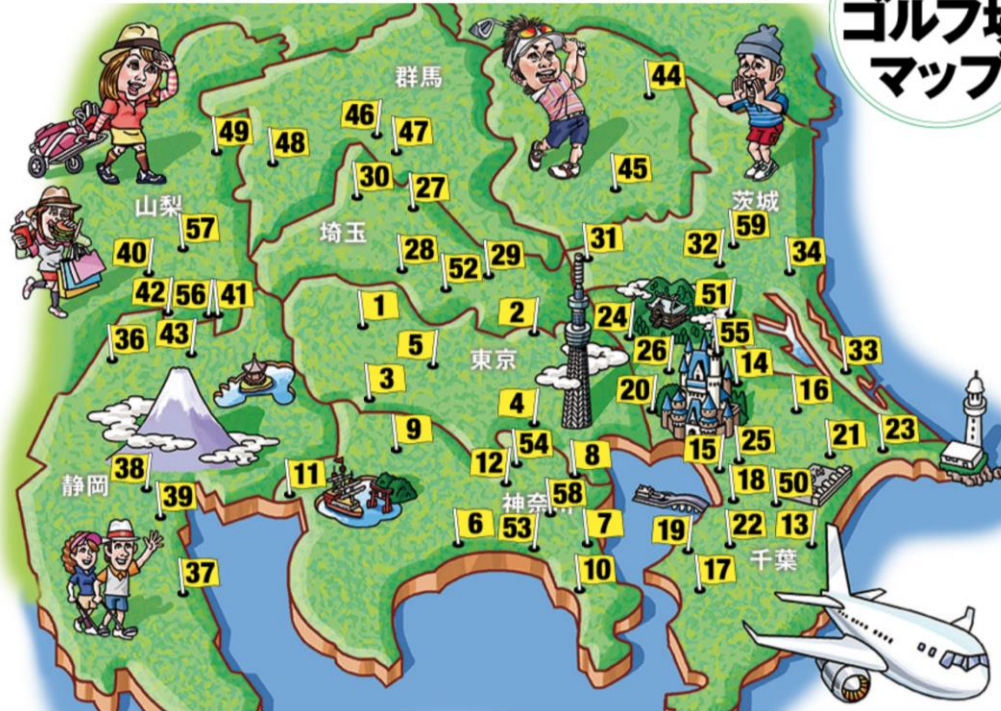
Golf in the Metropolis



Tokyo Area: 50 Short Courses



こんな“穴場”があったのか!



Can Golf Save City Courses?

Poll Question

Should the golf industry allocate resources to educating governments about the 'why and how' of protecting golf courses in urban areas?

1 / Yes

2 / No

Perception



Reality



Golf Courses Benefit Urban Communities

1. An open door welcome for golfers & local people
2. Improved health via outdoor recreation
3. Greenspace and ecosystem services
4. Convenient & affordable outdoor sport
5. Dedicated facilities for kids/discounted family play

Sporty architecture
Inclusive atmosphere
Sustainable operations
Open to non-golfers

Hamasuka Elementary School

Links Course (9 holes)

Native sand bunkers

Native vegetation areas

Native sand greens

Chigasaki Station (20 min. walk)

'Himalayas' Putting Course

Golf Cafe & Sento

NO maintained rough

100% indigenous Japanese turf grasses

New public right of way

Chigasaki Beach

Kids Course (7 holes)

Chigasaki 9

CHIGASAKI, KANAGAWA

Thank you!

website www.artisangolf.design

instagram [@farandsure](https://www.instagram.com/farandsure)

twitter [@benjaminwarren](https://twitter.com/benjaminwarren)

USGA[®]