



**PGA OF AMERICA REVEALS ECONOMIC IMPACT STUDY OF GOLF IN PALM BEACH COUNTY,  
HIGHLIGHTING THE SPORT'S SIGNIFICANT CONTRIBUTIONS**

*Golf's economic impact is \$1.8 billion, supporting nearly 21,000 jobs*

**Please click on the link below to see The Palm Beach County Economy Report:**

[http://images.pgalinks.com/vmc/pressReleases/Palm Beach County Report.pdf](http://images.pgalinks.com/vmc/pressReleases/Palm_Beach_County_Report.pdf)

PALM BEACH GARDENS, Fla. - Home to The PGA of America for 45 years and stretching along Florida's scenic Gold Coast, Palm Beach County is the quintessential golf destination. With 127 courses, three golf resorts, and championship golf events, including The Honda Classic this week at PGA National Resort and Spa, golf in Palm Beach County surpasses even its popular label, "Golf Capital of the World."

Golf is a significant industry contributing to the vitality of the county's economy. According to the Palm Beach County Golf Economy Report prepared by SRI International, the golf industry generated a total economic impact of \$1.8 billion in 2007 supporting nearly 21,000 jobs with \$600 million of wage income.

The State of Florida carries the banner of owning the largest direct golf economy in the United States. The golf economy is driven by the facilities and the other core industries that produce goods and services used to operate these facilities and play the game. With \$925 million of direct economic activity in Palm Beach County, according to the report, the importance of golf in the county extends beyond the golf facilities themselves. The sheer size of the game of golf makes it a major industry in its own right and a significant contributor of jobs and personal income to Palm Beach County.

Golf further enables other key industries in the area, such as tourism and real estate development. The continued health and growth of the golf industry has a direct bearing on jobs, commerce, economic development and tax revenues for the community.



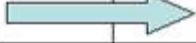

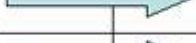
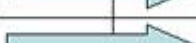
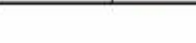
"Golf's impact within Palm Beach County mirrors the dynamics of its residents, provides thousands of jobs and forms the foundation in making South Florida one of the world's primary tourist destinations," said PGA of America Chief Executive Officer Joe Steranka. "Golf is a stable, healthy industry that has a significant impact on America's economic, environmental and social agendas, and nowhere in our country is such a declaration better on display than in Palm Beach County."

Earlier this month, with Florida Gov. Charlie Crist in attendance, the findings of the Florida golf economy report were announced at the 57th PGA Merchandise Show in Orlando. The study found that Florida's direct golf economy was \$7.5 billion in 2007 and indicated that the Florida golf industry generated a total economic impact of \$13.8 billion, supporting over 167,000 jobs with \$4.7 billion of wage income.

The Honda Classic, a PGA Tour event which has been staged in Palm Beach County since 2003, is expected to draw more than 100,000 attendees this week. In addition to the spectators who attend the tournament, the Honda Classic is broadcast in 221 countries and 35 languages. In 2009, the event had a direct economic impact of over \$30 million and was responsible for \$642,000 in charitable contributions.

"The Honda Classic and PGA National Resort and Spa are proud to be contributing to the Palm Beach County community," said Ken Kennerly, the executive director of the Honda Classic. "The golf industry in this area is truly remarkable when you add up all the factors even beyond the tournaments and golf facilities, such as the Tour Professionals moving to our area, Tour Professional's businesses, off-course retail, and PGA National's recent \$50 million renovation."

## Golf's Impact on Palm Beach County's Economy (2007)

Industry	Direct (\$M)	Indirect	Induced	Total Output (\$M)	Total Jobs	Total Wage Income (\$M)
Golf Facility Operations	\$456.0			\$912.7	11,359	\$312.9
Golf Course Capital Investments	\$48.0			\$45.1	402	\$15.0
Golfer Supplies	\$22.1			\$44.4	473	\$13.8
Tournaments and Associations	\$71.1			\$161.2	1,826	\$55.1
Real Estate	\$217.3			\$390.2	3,473	\$129.8
Hospitality/ Tourism	\$110.9			\$226.7	3,134	\$76.2
<b>TOTAL</b>	<b>\$925.4</b>			<b>\$1,780.4</b>	<b>\$20,667</b>	<b>\$602.8</b>

\*For more information, please visit [www.pgamediacenter.com](http://www.pgamediacenter.com) for the complete Palm Beach County study.

### About The PGA of America

Since 1916, The PGA of America's mission has been twofold; to establish and elevate the standards of the profession and to grow interest and participation in the game of golf.

By establishing and elevating the standards of the golf profession through world-class education, career services, marketing and research programs, the Association enables PGA Professionals to maximize their performance in their respective career paths and showcases them as experts in the game and in the multi-billion dollar golf industry.

By creating and delivering dramatic world-class championships and exciting and enjoyable golf promotions that are viewed as the best of their class in the golf industry, The PGA of America elevates the public's interest in the game, the desire to play more golf, and ensures accessibility to the game for everyone, everywhere. The PGA of America brand represents the very best in golf.

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