

## NGF TOP 100 BUSINESSES IN GOLF



# American Golf™

## American Golf

### CATEGORY

Course Management

### CORPORATE HEADQUARTERS

Los Angeles, California

### WEBSITE

<https://www.americangolf.com/>

### KEY EMPLOYEES

Jim Hinckley, President and CEO

Rick Rosen, CFO

Ken Hultz, SVP

Lee Finkel, SVP

### PROFILE

American Golf Corporation operates more than 80 premier private, resort, and public golf courses throughout the United States.

American Golf's portfolio stretches from coast to coast, as an operating partner with the cities of New York and San Diego, as well as Los Angeles County, for 30 years. The company is the largest daily-fee operator in California, with 55 courses, including 42 in Southern California alone. In New York, popular

city courses such as Dyker Beach, La Tourette, South Shore, Clearview Park, Pelham Bay and Split Rock are all run by American Golf.

American Golf prides itself on understanding the local demographics of the markets in which it operates, providing its customers with a variety of unique golf experiences and its partners a comprehensive database of highly targeted golfers and integrated marketing opportunities.

Based in Los Angeles, American Golf has demonstrated a commitment to both the game and the communities in which it operates. The company has been active in not only implementing environmentally responsible agronomic practices – such as efficient water usage – but works to strengthen and develop community ties by offering numerous participation opportunities, including discounts and clinics for juniors, women, low-income families and military members. American Golf is a partner of The First Tee, helping support the future of golf through its junior programs and supports local charities through its Golf Gives Back campaign.

With a diverse and deep portfolio of courses, American Golf has invested millions of dollars to enhance its technologies – among them electronic tee sheets, online tee time reservations, and multi-platform marketing that includes user-friendly websites for each of its public and private properties, as well as website specialized for private events and tournaments.



Lely Resort Golf and Country Club in Naples, Florida

The properties affiliated with American Golf benefit from economies of scale, as the company's purchasing power provides customers with the latest in equipment, merchandise and food & beverage through long-standing relationships and national accounts with suppliers such as Titleist, TaylorMade, Nike, adidas, Sysco, Coca-Cola, Toro and E-Z-GO.

American Golf also operates an online tee-time website, [golfzing.com](http://golfzing.com), that provides members of its clubs with discounted rates, an interactive golf community and events.

## NGF Takeaways

American Golf is one of the top five management companies in golf and brings a wide range of expertise and innovations to the clubs in its vast network. Over the years, it has continued to push the boundaries of innovation and technology in its golf operations, while investing significantly in its systems and properties.

American Golf also benefits from the experience of President & CEO Jim Hinckley, who has been involved in the ownership and management of more than 350 golf courses over his career. Hinckley wears multiple hats in the industry, as he also formed Century Golf Partners, which acquired the Arnold

Palmer Golf Management brand. Century Golf provides consulting services for 60 golf courses managed by American Golf.

Jeff Connors