MEDIA ALERT
DATE: April 13, 2010
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************************PHOTO/MEDIA OPPORTUNITY************************

WHO: Students in Business Policy Class at Texas A&M University-Corpus Christi

WHAT: Presentation on Study of Corpus Christi Golf Industry to City of Corpus Christi Parks and Recreation Advisory Committee

WHEN: Wednesday, April 14, at 5 p.m.

WHERE: Corpus Christi City Hall, Sixth Floor

Texas A&M University-Corpus Christi Business Students to Present Findings of Golf Course Study to Parks and Recreation Committee

CORPUS CHRISTI, Texas – Students in Dr. Cam Caldwell’s Business Policy class at Texas A&M University-Corpus Christi will present the findings of a semester-long study of the Oso Beach and Gabe Lozano golf courses to the City of Corpus Christi Parks and Recreation Advisory Committee on Wednesday, April 14, at 5 p.m. on the sixth floor of City Hall.

The group is part of a class of senior University students who have been studying the golf industry in Corpus Christi from a national and industry-wide basis as part of their capstone course in business. The students, who also looked at Padre Island, Newport Dunes and Corpus Christi Country Club courses, conducted the study in cooperation with the Southern Texas Professional Golf Association. In addition, they incorporated recommendations from a National Golf Foundation study that was also conducted for the City in 2005.

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“The student team has worked closely with the interim director of Parks and Recreation, the golf pro at Oso Beach, and the current course superintendent/work coordinator in preparing the study,” said Caldwell. “Students have surveyed golfers, conducted a break-even analysis, participated in meetings of the Golf Greens Committee, and made many visits to the golf courses as part of this study. Their work incorporates the work of the entire class and compares the City courses to other public and private courses.”

Their slide presentation will include an overview of the local golf industry and its problems including the “Cycle of Doom,” a phenomenon that occurs when golf courses see a drop in revenue. The study also includes options on how to revive the city’s golf industry which has operated below financial expectations over the last decade despite a 16 percent growth nationally over the same period.

Click presentation to view a draft of the study.

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