

American Golf Industry Coalition



2023 Annual Review





Mission

The American Golf Industry Coalition ("AGIC") mission is to unite the golf industry in pursuit of goals designed to enhance the diversity and vitality of the industry and recreational levels of the sport.

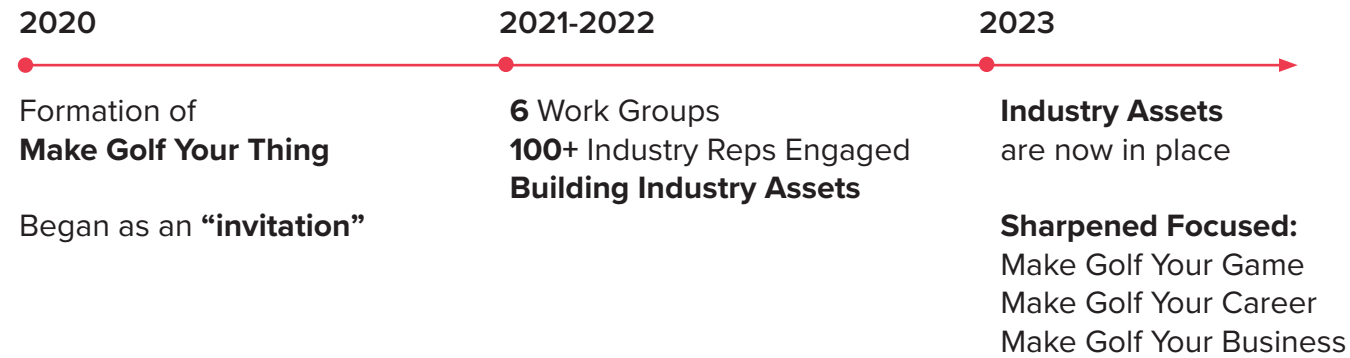


MAKE GOLF YOUR THING™



Advancing Golf's Evolution... Together

Since the formation of Make Golf Your Thing in 2020, our efforts and impact have grown significantly. We are continuing to evolve and prioritize our impact strategy.



Through 2023, Make Golf Your Thing has delivered important resources and assets for the industry.

CAREER

- Workplace Inclusion Survey & Results
- Workplace Inclusion Toolkit
- Make Golf Your Career Portal
- MyJourney Golf partnership
- HBCU effort - Swing Into Success

GAME

- ADM Directory
- Grassroots Grants Program
- Education & Skill Development Toolkit

BUSINESS

- Vendor Portal
- Diverse Supplier Summit in Memphis
- Inclusion Guidelines for Golf Facilities

2023 Outcomes

MakeGolfYourCareer.org

- 214k+ Job Views
- 10k+ Job Postings
- 576 Job Seeker Signups
- 128 Employer Signups

MakeGolfYourGame.org

- \$1.8M Invested
- 237 Grants Provided
- 55k+ People Impacted
- 88% Ethnically Diverse
- 51% Female
- 80% Under 18 Years Old
- Program Directory: 17,000+ searchable items
- Averaging 570 searches/month

MakeGolfYourBusiness.org

- 3k+ Vendors Listed
- 15k+ Site Engagements
- 3,725 Registered Users
- 99% Minority-Owned Vendors

+ Industry Education Sessions including Becoming a Champion of Inclusion; Accessible and Inclusive Environments; Cultures of Belonging; and Putting DEIB into Action

2024 Priorities include:

CAREER

- Increase employee signups and drive diverse job seekers
- Host HBCU activations, offering golf industry career days

GAME

- Open doors to historically underrepresented people via grassroots grants
- Revamp MakeGolfYourThing.org and continue to build Program Directory

BUSINESS

- Continue vendor and user signups, strengthening connections to underrepresented business owners



American Golf Industry Coalition

Advocating for our Game

Since 2009, the American Golf Industry Coalition has served as a unifying partnership among golf's leading organizations to promote and advocate for the collective interests of the sport. Through 2023, we worked collaboratively with a firm in Washington, D.C. to advance our interests.

Introduced HR 3124 (removal of golf from "Sin List")

- Co-sponsored by Rep. Tenney (R) & Rep. Panetta (D)
- Our first piece of legislation in 15 years

Congressional Golf Caucus

- Chaired by Rep. Panetta & Rep. Mace.
- 125 members. 74 Republicans – 51 Democrats

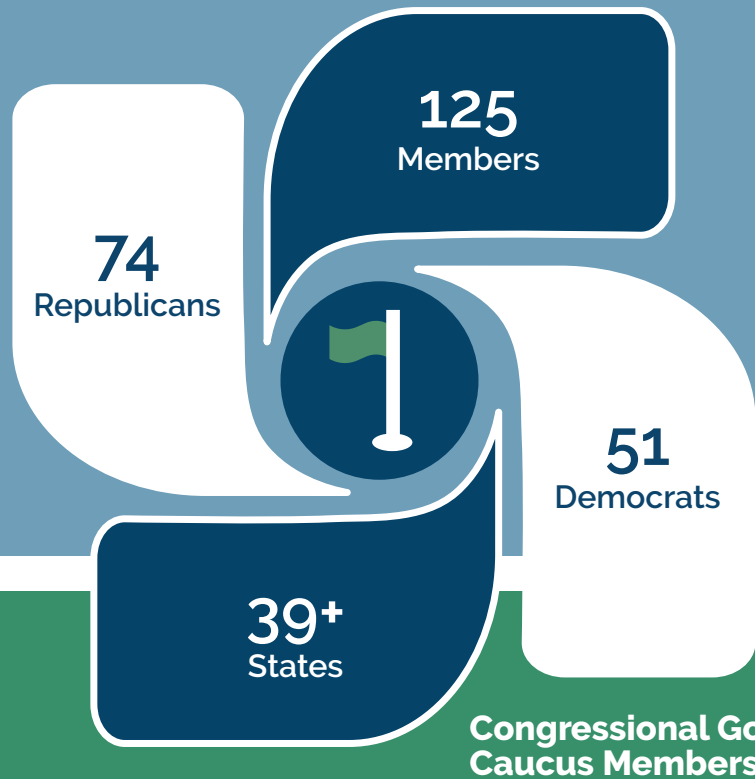
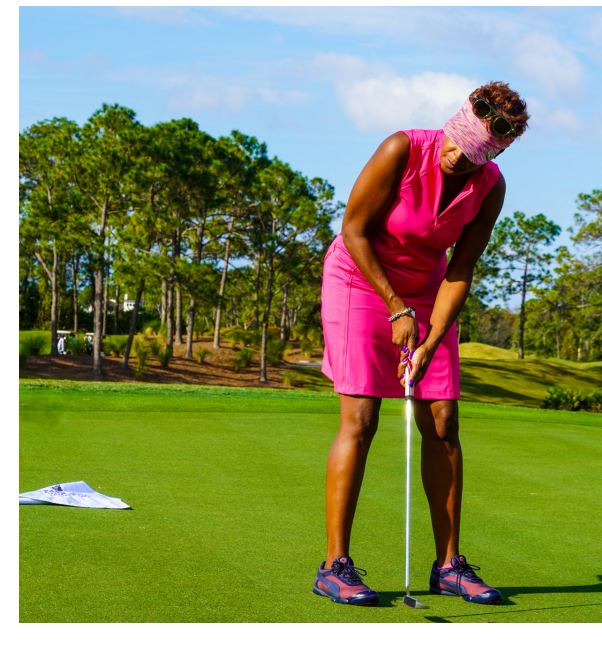
Published 2022 Golf Impact Report

- First study since 2016
- Economic impact of the industry increased from \$84.1B to \$101.7B



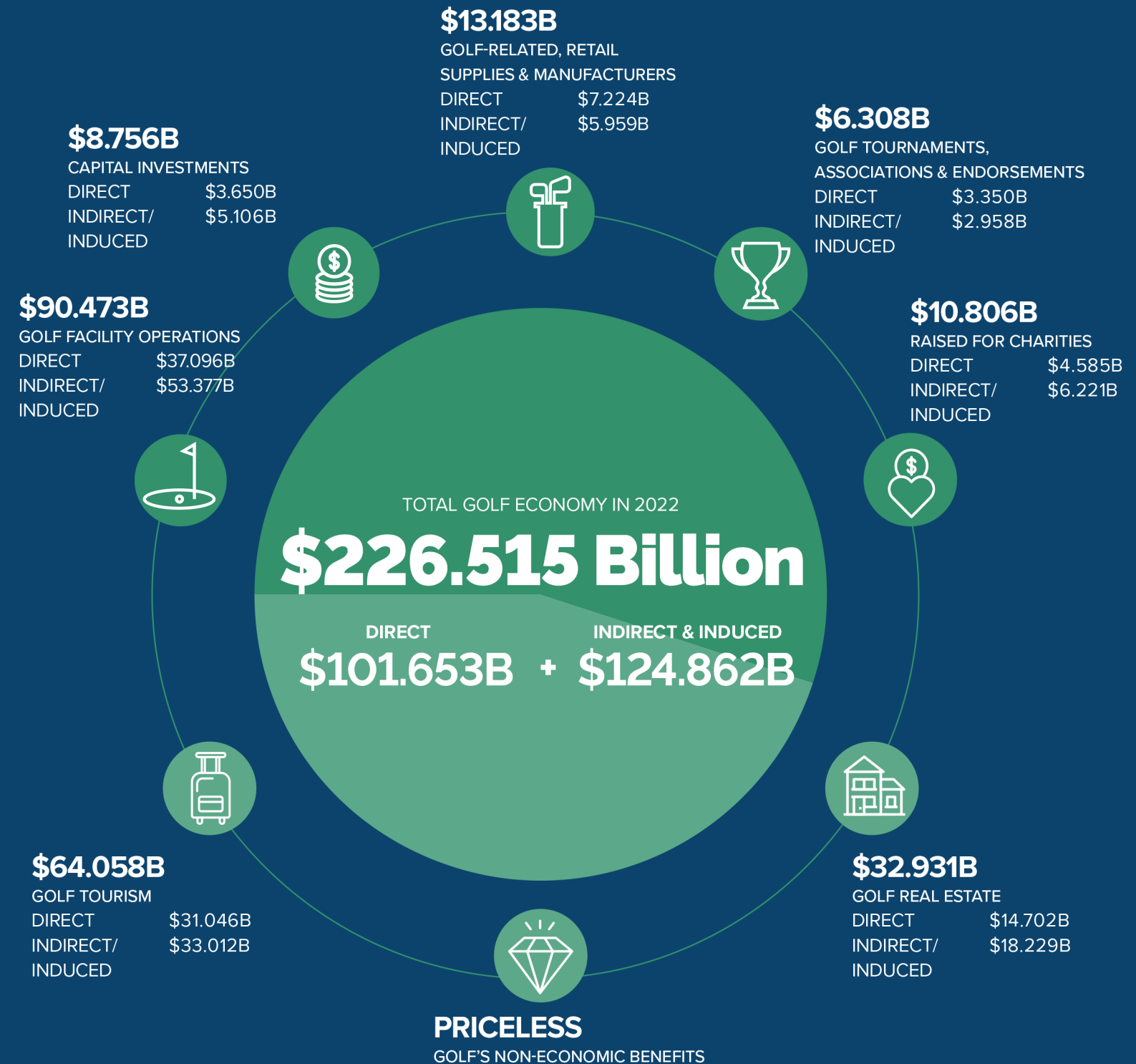
"I am proud to represent North Carolina's Sandhills and Pinehurst, where golf is an integral part of our economy. As we revive the Congressional Golf Caucus, I look forward to working with Rep. Nancy Mace, Rep. Jimmy Panetta, and our colleagues as we explore different ways to not only expand the game of golf in our country but celebrate its great economic impact."

– Richard Hudson (NC-09)



GOLF'S TOTAL ECONOMIC IMPACT ON THE U.S.

TOTAL IMPACT (DIRECT, INDIRECT & INDUCED)





First in-person gathering since 2019, with nearly 250 representatives from across the game.

National Golf Day

On May 9, our industry gathered for a Community Service Project in partnership with the Golf Course Superintendents Association of America and National Park Service. Attendees rolled their sleeves up and participated in various beautification projects around the National Mall.

A Keynote Briefing Session and Congressional Reception was held the evening of May 9, featuring a keynote address by political commentator Mark McKinnon and closing

remarks by Rep. Nancy Mace (SC-01) and Rep. Richard Hudson (NC-09) in the Kennedy Caucus Room.

On May 10, 204 golf industry representatives from across the country participated in 246 legislative meetings.

Key Issues:

Golf's treatment in Tax Code, Turfgrass Research Funding, H-2B Visa Reform, PHIT Act

2024 Priorities & What We're Watching

National Golf Day – May 8-10, 2024

SMALL BUSINESS & TAX FAIRNESS

Gain co-sponsors and bi-partisan support for HR 3124 to be included in Tax Extender

Business Entertainment Tax Credit

Research & Development Tax Credit

LABOR & WORKFORCE DEVELOPMENT

Department of Labor Overtime Rule

Guidance on Independent Contractor final rule

Expanded 529 savings plan bill likely next year

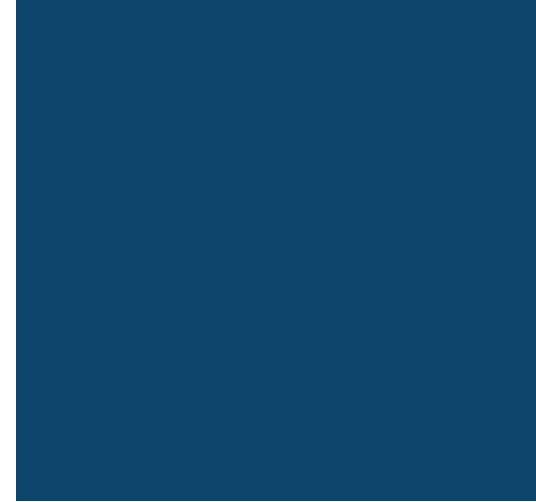
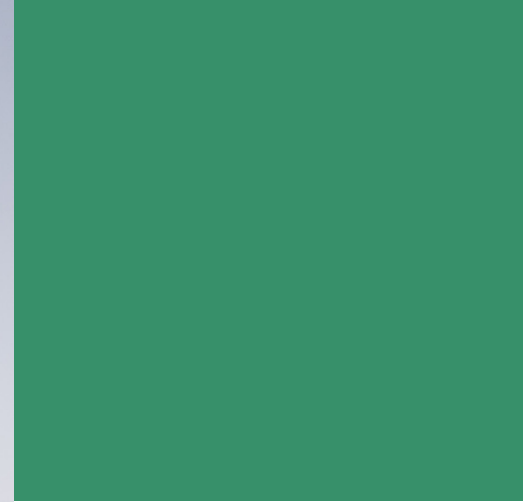
H-2B Visa reform

Health & Wellness

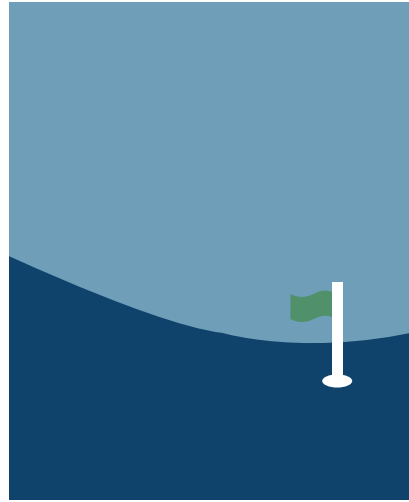
PHIT Act – golf included HSA/FSA expenses

SUSTAINABILITY

Water management, turf research and development



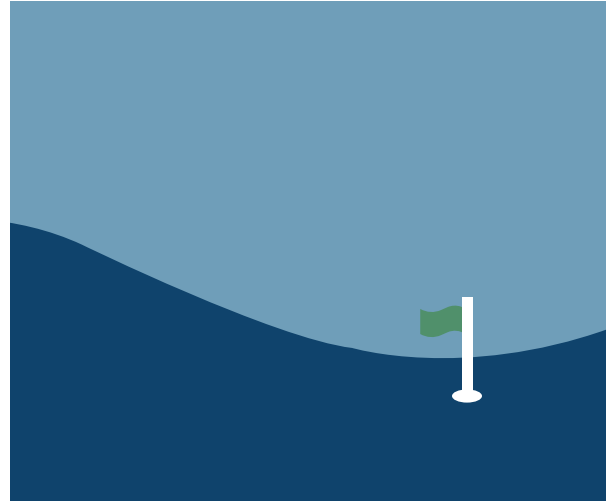
THANK YOU TO OUR PARTNERS!





“Sport, and golf in particular, has the power to change lives. Through golf, athletes young and old learn critical life skills, build meaningful connections and friendships and often develop a passion that creates meaning and purpose.”

– Mollie Marcoux Samaan,
LPGA Commissioner, AGIC Board of Directors



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