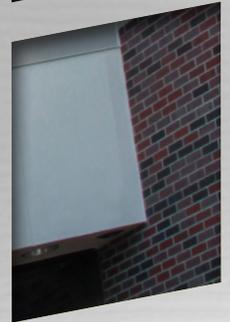
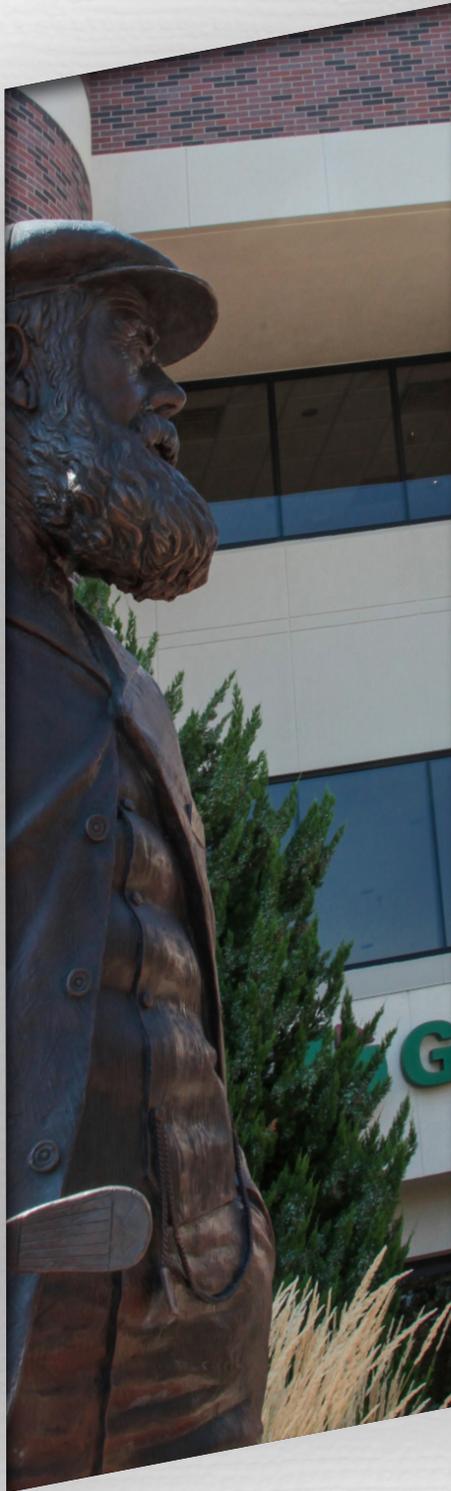
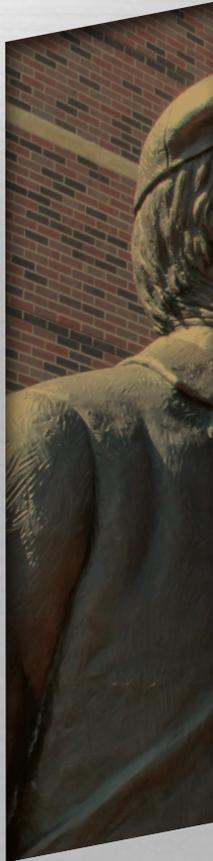
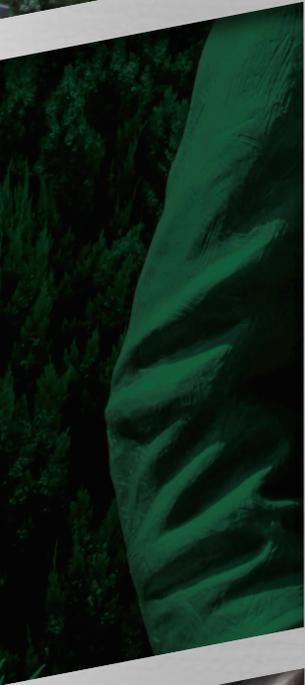


2021-2022

IMPACT REPORT





Cultivating Growth

1,200 Golf courses that have created facility BMP manuals using the GCSAA tool

29% Reduction in water use on U.S. golf courses since 2005

Growth can be defined in so many ways. A taller height. A wider reach. A greater number of people. An expanded understanding. As stewards of the land, our members know that growth can be a critical measure of success. For the association, growth is both a measure of success and increases our collaborative voice.

Serving Members

Growth can also be attributed to adaptation. In the last year, we took one of our most visible programs and revamped it to meet the needs – and the time constraints – of the modern superintendent. The Certified Golf Course Superintendent (CGCS) has been the highest designation a superintendent can earn for more than half a century. Last year we modernized the CGCS program to keep the same high standards intact while reducing the time necessary to complete the program. Since the debut of the modernized program, more than 85 GCSAA members have started on the journey to become a CGCS and earn the highest level of recognition in the profession.

From the success of the CGCS program also comes the expansion of learning and career development opportunities for others in the industry. In May of 2022, GCSAA launched the Certified Turf Equipment Manager (CTEM) designation, the highest recognition that turf equipment management professionals can achieve and the first certification program in the world for turf equipment managers. CTEM is latest element of the ever-growing number of resources and opportunities for equipment managers that we added since the EM membership class was created in 2015.

Advancing the Profession

Like EM offerings, our best management practices initiative has been a steady growing process. We celebrated two years go when we reached our goal of having state BMP guidelines established in all 50 states, but that was just the first step in the process. Courses around the country have used their state BMPs and GCSAA tool to create course specific BMPs. As of August, more than 1,200 facilities have created their own BMP

manuals to document the science-based based practices that demonstrate to communities, lawmakers and regulators how superintendents are environmental stewards. This work is expanding the awareness of the many benefits that golf courses bring to communities and was even recognized by the state of Florida with a new statute signed into law.

When it comes to the sustainable practices found in the BMPs, growth can be measured in many ways. In 2005 we began the quest for much-needed data on the practices at golf courses to provide a baseline and track improvement through our Golf Course Environmental Profile. We began the third phase of the project with the Water Use and Management Practices survey that was conducted in the fall of 2021. The results showed that U.S. golf facilities applied approximately 1.68 million acre-feet of water in 2020, a 29% reduction since 2005.

Improving Communities

The GCSAA Foundation has played a key role in supporting programs like the BMPs and Golf Course Environmental Profile. Through the Foundation, we have been able to engage in programs that increase awareness of the profession to a wider audience like our First Green STEM education program and Rounds 4 Research. First Green has introduced more than 4,500 elementary and middle school students to the science behind golf course maintenance and the possible career opportunities on the course. Rounds 4 Research continues to grow, and our most recent auction raised a record \$491,000 for the future of the game.

At the heart of GCSAA is our members, and we are fortunate that we continue to have steady growth not only in the number of members but also in the many ways members engage with us. Whether attending the GCSAA Conference and Trade Show, volunteering on committees or serving as one of the 479 Grassroots Ambassadors to further advocacy efforts, it's clear GCSAA members are passionate about their association. We remain on solid financial ground and have the resources and dedicated staff to continue to provide the camaraderie, connections and professional development that have cultivated growth for our members since 1926.



GOLF COURSE SUPERINTENDENTS ASSOCIATION OF AMERICA

479 Grassroots
Ambassadors

15,452 Enrollment in GCSAA
webinars in the last year

Golf Course Superintendents Association of America and Subsidiaries

As of December 31, 2021 and 2020

	2021	2020
Assets		
Cash	\$ 1,277,300	\$ 33,273
Accounts receivable, less allowance for doubtful accounts of \$5,000 in 2021 and 2020	287,716	292,087
Inventory, net of valuation allowance	190,819	206,678
Investments	10,892,207	9,384,742
Other assets	1,407,428	777,098
Property and equipment, net of accumulated depreciation	4,256,928	4,691,796
Software, net of accumulated amortization	296,953	484,673
	\$ 18,652,074	\$ 15,870,347
Liabilities		
Accounts payable	\$ 723,790	\$ 614,022
Accrued expenses	1,024,228	1,089,746
Due to related parties	255	19,605
Deferred revenue	7,092,702	3,350,974
Note payable	1,700,000	285,612
Line of credit	—	1,750,000
	\$ 10,540,975	\$ 7,109,959
Net Assets		
Net assets without donor restrictions	\$ 8,111,099	\$ 8,760,388
	\$ 18,652,074	\$ 15,870,347

The consolidated financial statements for GCSAA, GCSAA Communications, Inc. and GCSAAPAC were audited by an independent certified public accounting firm. The full text of the audit reports, financial statements and related notes are available at <https://www.gcsaa.org/about-gcsaa/financials>, or by contacting GCSAA at 800-472-7878.

	2021	2020
Revenues		
Advertising and marketing opportunities	\$ 2,534,034	\$ 2,282,618
Conference and show	2,442,546	8,789,097
Membership dues	4,272,494	4,379,114
GCSAA PAC Contributions	12,764	8,210
Investment income (loss)	1,457,306	1,106,590
Professional development	1,486,799	1,283,071
	\$ 12,205,943	\$ 17,848,700
Expenses		
Program services		
Education, environmental programs, GCM and website	\$ 4,756,857	\$ 5,244,331
Conference and show	2,255,487	4,801,050
Member and chapter services	2,576,338	2,077,044
Career development, marketing and branding, and media relations	1,762,692	1,743,025
	\$ 11,351,374	\$ 13,865,450
Management and general	2,961,558	3,032,650
	\$ 14,312,932	\$ 16,898,100
Change in Net Assets Before Other Income (Expense)	\$ (2,106,989)	\$ 950,600
Other Income (Expense)		
Paycheck Protection Program loan forgiveness	\$ 1,122,857	234,200
Interest expense	(24,345)	(26,036)
Rent income	374,396	549,635
Loss on disposal of assets	(21,694)	(9,008)
Other	6,486	5,257
	\$ 1,457,700	\$ 754,048
Change in Net Assets	\$ (649,289)	\$ 1,704,648
Net assets, beginning of year	\$ 8,760,388	\$ 7,055,740
Net assets, end of year	\$ 8,111,099	\$ 8,760,388



\$491,000 Raised in the 2022 Rounds
4 Research auction

4,500 Kids who have participated
in First Green field trips

GCSAA Foundation

As of December 31, 2021 and 2020

	2021	2020
Assets		
Cash	\$ 31,928	\$ —
Accounts receivable, net	750	11,186
Due from related parties	255	19,605
Prepaid expenses	57,212	1,842
Pledges receivable, net	553,249	390,920
Investments	12,918,763	11,833,884
Intangible assets, net	3,750	11,250
	\$ 13,565,907	\$ 12,268,687
Liabilities		
Accounts payable and accrued expenses	\$ 107,016	\$ 109,351
Due to related parties	42,723	—
Deferred revenue	56,070	50,974
	\$ 205,809	\$ 160,325
Net Assets		
Net assets without donor restrictions - board designated	\$ 12,806,849	\$ 11,717,442
Net assets with donor restrictions	553,249	390,920
	\$ 13,360,098	\$ 12,108,362
	\$ 13,565,907	\$ 12,268,687

	2021	2020
Revenues		
Individual contributions	\$ 176,430	\$ 165,431
Facility and chapter contributions	35,725	35,836
Industry contributions	85,476	58,151
Silent auction income	136,210	143,366
Scholarship and grant contributions	112,479	90,050
Online auction	427,535	326,613
Disaster relief	9,300	25,562
Investment income (loss)	1,801,880	1,698,930
Net assets released from restrictions — time	187,671	84,513
	\$ 2,972,706	\$ 2,628,452
Expenses		
Program activities	\$ 1,671,077	\$ 1,557,896
Management and general	41,350	39,697
Fundraising	170,872	194,969
	\$ 1,883,299	\$ 1,792,562
Changes in Net Assets without donor restrictions		
	\$ 1,089,407	\$ 835,890
Restricted contributions — major gifts	\$ 350,000	\$ 289,341
Net assets released from restrictions — time	(187,671)	(84,513)
	\$ 162,329	\$ 204,828
Change in Net Assets		
Net assets, beginning of year	\$ 12,108,362	\$ 11,067,644
Net assets, end of year	\$ 13,360,098	\$ 12,108,362

The financial statements for the GCSAA Foundation were audited by an independent certified public accounting firm. The full text of the audit reports, financial statements and related notes are available at <https://www.gcsaa.org/about-gcsaa/financials>, or by contacting GCSAA at 800-472-7878.



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Kevin P. Breen, CGCS
La Rinconada Country Club
Los Gatos, Calif.

Vice President

Kevin P. Sunderman, CGCS
Isla Del Sol Yacht &
Country Club
St. Petersburg, Fla.

Secretary/Treasurer

Jeff L. White, CGCS
Indian Hills Country Club
Mission Hills, Kan.

Immediate Past President

Mark F. Jordan, CGCS
Westfield Country Club
Westfield Center, Ohio

Directors

T.A. Barker, CGCS
Fore Lakes Golf Course
Taylorsville, Utah

Paul L. Carter, CGCS
The Bear Trace at Harrison Bay
Harrison, Tenn.

Douglas D. Dykstra, CGCS
White Mountain Country Club
Pinetop, Ariz.

Marc E. Weston, CGCS
Indian Hill Country Club
Newington, Conn.

Steven J. Hammon, CGCS
Traverse City Country Club
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St. Petersburg, Fla.

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Mission Hills, Kan.

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Palm Beach Gardens, Fla.

Paul Vermeulen
PGA Tour
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Emily Palmer
USGA
Far Hills, N.J.

T.A. Barker, CGCS
Fore Lakes Golf Course
Taylorsville, Utah

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GCSAA/GCSAA FOUNDATION Chief Executive Officer

J. Rhett Evans

GCSAA/GCSAA FOUNDATION Chief Operating Officer

Bob Randquist, CGCS

GCSAA/GCSAA FOUNDATION Chief Financial Officer

Cameron Oury

GCSAA/GCSAA FOUNDATION Chief Marketing Officer

Ed Several

GCSAA FOUNDATION Executive Director

Ryan Flickinger

GCSAA IS...

A leading golf organization that has as its focus golf course management. Since 1926, GCSAA has been the top professional association for the men and women who manage golf courses in the United States and worldwide. From its headquarters in Lawrence, Kan., the association provides education, information and representation to 19,000 members in more than 78 countries.

GCSAA'S MISSION IS...

to serving its members, advancing their profession and improving communities through the enjoyment, growth and vitality of the game of golf.

GCSAA'S VISION IS...

To be the global leader in golf course management.

THE GCSAA FOUNDATION IS...

The philanthropic, 501c(3) charitable arm of GCSAA, supported by generous GCSAA members and industry partners.

Founded in 1955 as the GCSAA Scholarship & Research Fund, and more recently known as the Environmental Institute for Golf, the GCSAA Foundation engages a wide range of stakeholders to provide financial support to the association, its members, and the communities they serve.

GCSAA FOUNDATION'S MISSION

Secure funding and support to strengthen advocacy, education, and research that advances the work of golf course management professionals.

GCSAA FOUNDATION'S VISION

Enriching golf for future generations.

Golf Course Superintendents Association of America

1421 Research Park Drive • Lawrence, KS 66049-3859 • 785.841.2240 • 800.472.7878

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