

NGF GoFacts

Golf Market Data

**Market Area:
5- and 10-mile Rings
from
Stallion Mountain Country Club
Las Vegas, Nevada
and
Clark County, Nevada**

Prepared for:

Keith Cubba
Colliers International
3960 Howard Hughes Parkway, Suite 150
Las Vegas, NV 89169-5619

Internet Marketing Solutions

Provided by:



Data Provided by:



Prepared by:



1150 S. U.S. Highway One, Suite 401
Jupiter, FL 33477
(561) 744-6006

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INTRODUCTION

The following GolFacts report offers an introductory look at the data useful in understanding a particular golf market. This first look at a selected market is intended to show how the supply of golf facilities matches up with the population and the projected demand for golf. The value of the GolFacts report is that it provides a cost-effective foundation for understanding the basic characteristics of a specified golf market area, and can provide a base of information from which more advanced studies can be conducted.

GolFacts Limitations

Although the information in this report is objective, readers are likely to form their own subjective opinions regarding a golf market. This report alone is not sufficient to make a decision concerning a proposed golf-related investment, and it must be realized that the predictions from the NGF models assume constant demand throughout the year (no seasonal adjustment) and represent market “possibilities,” not necessarily market “realities.” The market selected for this report has been determined by the purchaser, and may not accurately reflect the true trade area of any given golf facility.

Conclusions made concerning the data contained in this report are the responsibility of the purchaser/user of this report. All data were gathered and assembled on a “best efforts” basis and represent the most comprehensive proprietary information on golf demand and supply available, while maintaining the privacy of individual operations.

Before a decision on any particular golf-related investment is made, many other factors not covered in this report should be considered. For example, in the case of a golf facility feasibility study, further analysis should include: the economic success of competitive facilities, a thorough site analysis, pro forma income statements, and anticipated rounds, revenues, expenses and construction costs for the proposed facility. Please see “Additional Consulting Services” at the back of this report for information about more in-depth studies, or contact NGF Consulting at (561) 744-6006, ext. 1640.

MARKET DATA

NGF Golf Demand Report

Stallion Mountain CC

	Golf Demand		
	5 miles	10 miles	Clark County
Number of golfing households	24,381	67,073	115,711
Number of rounds played	733,786	1,978,632	3,459,092
Rounds played locally (less than 50 mi)	425,662	1,095,960	1,963,678
Rounds played regionally (50-200 mi)	255,975	746,941	1,311,924
Rounds played on vacation (more than 200 mi)	32,225	82,516	105,177
Rounds played at Seasonal home	19,924	53,215	78,313
Golfing Fees	\$42,191,056	\$113,766,896	\$198,890,128
Hard goods spending	\$4,099,663	\$11,054,620	\$19,325,940
Soft goods spending	\$2,635,465	\$7,106,452	\$12,423,669

Golf Demand Indices

	5 miles	10 miles	Clark County
Index: Golfing Households	93	92	87
Index: Rounds Played by Residents	120	115	110
Index: Rounds Played Locally (less than 50 mi)	124	114	112
Index: Rounds Played Regionally (50-200 mi)	123	128	123
Index: Rounds Played on Vacation (more than 200 mi)	77	70	49
Index: Rounds Played at Seasonal Home	95	91	73
Index: Golfing Fees	170	164	157
Index: Hard Goods Spending	119	115	110
Index: Soft Goods Spending	119	115	110

NGF Golf Supply Report

Stallion Mountain CC

Golf Supply - Number of Golf Facilities

	5 miles	10 miles	Clark County
Total facilities	6	21	55
Public facilities	5	16	45
Private facilities	1	5	10
Resort facilities	1	6	19

Golf Supply - Number of Golf Facilities by Price Point

	5 miles	10 miles	Clark County
Public facilities	5	16	45
Premium facilities (>\$70)	5	13	37
Standard facilities (\$40-\$70)	0	2	5
Value facilities (<\$40)	0	1	3

Golf Supply - Number of Golf Facilities by Type

	5 miles	10 miles	Clark County
Public facilities	5	16	45
Daily fee facilities	3	12	38
Municipal facilities	2	4	7

Golf Supply - Number of Holes

	5 miles	10 miles	Clark County
Total holes	108	369	1,161
Public holes	90	279	963
Private holes	18	90	198
Resort holes	18	108	450

Golf Supply - Public Holes by Price Point

	5 miles	10 miles	Clark County
Public holes	90	279	963
Premium holes (>\$70)	90	243	837
Standard holes (\$40-\$70)	0	27	81
Value holes (<\$40)	0	9	45

Golf Supply - Public Holes by Type

	5 miles	10 miles	Clark County
Public holes	90	279	963
Daily fee holes	54	216	837
Municipal holes	36	63	126

NGF Households/Supply Report

Stallion Mountain CC

Households Per 18 Holes

	5 miles	10 miles	Clark County
Households per 18 Holes: Total	23,254	19,036	11,060
Households per 18 Holes: Public	27,905	25,176	13,334
Households per 18 Holes: Private	139,525	78,046	64,851

Households Per 18 Holes: by Price Point

	5 miles	10 miles	Clark County
Households per 18 Holes: Premium (>\$70)	27,905	28,906	15,341
Households per 18 Holes: Standard (\$40-\$70)	NA	260,153	158,525
Households per 18 Holes: Value (<\$40)	NA	780,458	285,345

Households Supply Indices (per 18 Hole Facility)

	5 miles	10 miles	Clark County
HH Supply Index: Total	307	251	146
HH Supply Index: Public	259	234	124
HH Supply Index: Private	543	304	252
HH Supply Index: Premium (>\$70)	37	38	20
HH Supply Index: Standard (\$40-\$70)	0	896	546
HH Supply Index: Value (<\$40)	0	3,537	1,293

Summary Demographic

Stallion Mountain CC

Population Change

	5 miles		10 miles		Clark County	
	Number	Percent Change	Number	Percent Change	Number	Percent Change
1980 Census	144,161		383,865		462,336	
1990 Census	226,295	57.00%	562,473	46.50%	741,430	60.40%
2000 Census	325,382	43.80%	884,381	57.20%	1,375,738	85.60%
2008 Projection	363,633	11.80%	1,036,217	17.20%	1,908,005	38.70%
2013 Projection	401,394	10.40%	1,165,305	12.50%	2,229,617	16.90%

Households Change

	5 miles		10 miles		Clark County	
	Number	Percent Change	Number	Percent Change	Number	Percent Change
1980 Census	56,243		147,976		173,639	
1990 Census	91,048	61.90%	222,145	50.10%	287,013	65.30%
2000 Census	123,036	35.10%	326,391	46.90%	512,243	78.50%
2008 Projection	137,153	11.50%	382,108	17.10%	713,363	39.30%
2013 Projection	151,223	10.30%	430,517	12.70%	835,272	17.10%

Families (2008)

	5 miles	10 miles	Clark County
Families	85,586	242,799	469,598
Average Household Size	2.63	2.68	2.65

Population by Race (2008)

	5 miles		10 miles		Clark County	
	Number	Percent	Number	Percent	Number	Percent
White	250,233	68.80%	696,069	67.20%	1,346,901	70.60%
Black	30,846	8.50%	111,594	10.80%	184,630	9.70%
Asian	28,166	7.70%	73,027	7.00%	141,144	7.40%
Native American	2,588	0.70%	7,131	0.70%	11,786	0.60%
Hawaiian / Pacific Islander	2,201	0.60%	6,064	0.60%	10,393	0.50%
Two or More	16,032	4.40%	44,691	4.30%	82,075	4.30%
Other Race	33,566	9.20%	97,641	9.40%	131,076	6.90%
Total	363,632	100.00%	1,036,217	100.00%	1,908,005	100.00%

Hispanic Population (2008)

	5 miles		10 miles		Clark County	
	Number	Percent	Number	Percent	Number	Percent
Hispanic	126,714	34.80%	365,872	35.30%	543,487	28.50%
Not Hispanic	236,920	65.20%	670,345	64.70%	1,364,518	71.50%
Total	363,634	100.00%	1,036,217	100.00%	1,908,005	100.00%

Income (2008)

	5 miles	10 miles	Clark County
Median Household Income	\$51,612	\$52,834	\$59,845
Average Household Income	\$63,732	\$66,862	\$76,413
Average Family Income	\$70,169	\$73,024	\$83,367

Households by Income (2008)

	5 miles		10 miles		Clark County	
	Number	Percent	Number	Percent	Number	Percent
Less Than \$10,000	7,835	5.70%	24,810	6.50%	37,227	5.20%
\$10,000-\$14,999	5,262	3.80%	14,096	3.70%	21,454	3.00%
\$15,000-\$19,999	6,809	5.00%	18,059	4.70%	27,751	3.90%
\$20,000-\$24,999	7,369	5.40%	20,005	5.20%	30,506	4.30%
\$25,000-\$29,999	7,675	5.60%	21,233	5.60%	32,920	4.60%
\$30,000-\$34,999	8,175	6.00%	21,846	5.70%	35,223	4.90%
\$35,000-\$39,999	7,449	5.40%	19,494	5.10%	33,353	4.70%
\$40,000-\$49,999	15,826	11.50%	41,291	10.80%	73,188	10.30%
\$50,000-\$59,999	13,498	9.80%	36,058	9.40%	66,081	9.30%
\$60,000-\$74,999	16,629	12.10%	44,250	11.60%	83,820	11.70%
\$75,000-\$99,999	17,258	12.60%	49,838	13.00%	102,550	14.40%
\$100,000-\$124,999	10,026	7.30%	29,848	7.80%	67,172	9.40%
\$125,000-\$149,999	5,160	3.80%	15,500	4.10%	37,144	5.20%
\$150,000-\$199,999	4,326	3.20%	13,209	3.50%	31,289	4.40%
\$200,000-\$249,999	1,267	0.90%	4,095	1.10%	10,673	1.50%
\$250,000-\$499,999	1,332	1.00%	4,392	1.10%	12,350	1.70%
\$500,000+	1,257	0.90%	4,083	1.10%	10,662	1.50%
Total	137,153	100.00%	382,107	100.00%	713,363	100.00%

Households by Tenure (2008)

	5 miles		10 miles		Clark County	
	Number	Percent	Number	Percent	Number	Percent
Owner Occupied	73,964	47.90%	203,630	46.80%	434,101	53.00%
Renter Occupied	63,189	41.00%	178,478	41.00%	279,262	34.10%
Vacant	17,120	11.10%	52,742	12.10%	105,815	12.90%
Total	154,273	100.00%	434,850	100.00%	819,178	100.00%

Daytime Population (2008)

	5 miles	10 miles	Clark County
Establishments	14,307	48,099	69,199
Employees	160,645	827,416	1,088,670

Demographic Trend

5 miles

Summary Demographic

	2000 CENSUS	2008 ESTIMATE	2013 FORECAST
Population	325,382	363,633	401,394
Households	123,036	137,153	151,223
Families	78,084	85,586	94,030
Median Age	34.5	35.1	36.6
Median Household Income	\$40,494	\$51,612	\$57,124
Average Household Income	\$50,761	\$63,732	\$71,066
Average Household Size	2.64	2.65	2.65

Households by Income

	2000 CENSUS		2008 ESTIMATE		2013 FORECAST	
	Number	Percent	Number	Percent	Number	Percent
Less Than \$10,000	9,395	7.60%	7,835	5.70%	7,534	5.00%
\$10,000 - \$14,999	7,612	6.20%	5,262	3.80%	5,027	3.30%
\$15,000 - \$19,999	8,172	6.60%	6,809	5.00%	6,672	4.40%
\$20,000 - \$24,999	9,282	7.50%	7,369	5.40%	5,979	4.00%
\$25,000 - \$29,999	8,630	7.00%	7,675	5.60%	7,475	4.90%
\$30,000 - \$34,999	8,982	7.30%	8,175	6.00%	8,165	5.40%
\$35,000 - \$39,999	8,711	7.10%	7,449	5.40%	7,810	5.20%
\$40,000 - \$49,999	14,861	12.10%	15,826	11.50%	14,970	9.90%
\$50,000 - \$59,999	12,440	10.10%	13,498	9.80%	16,816	11.10%
\$60,000 - \$74,999	12,926	10.50%	16,629	12.10%	16,768	11.10%
\$75,000 - \$99,999	11,351	9.20%	17,258	12.60%	20,929	13.80%
\$100,000 - \$124,999	4,865	4.00%	10,026	7.30%	12,713	8.40%
\$125,000 - \$149,999	2,348	1.90%	5,160	3.80%	7,857	5.20%
\$150,000 - \$199,999	1,776	1.40%	4,326	3.20%	6,751	4.50%
\$200,000+	1,683	1.40%	3,856	2.80%	5,757	3.80%
Total	123,036	100.00%	137,153	100.00%	151,223	100.00%

Population by Age

	2000 CENSUS		2008 ESTIMATE		2013 FORECAST	
	Number	Percent	Number	Percent	Number	Percent
Age 0-4	23,427	7.20%	25,885	7.10%	26,893	6.70%
Age 5-9	23,833	7.30%	25,735	7.10%	28,094	7.00%
Age 10-14	21,633	6.60%	25,669	7.10%	28,137	7.00%
Age 15-19	21,190	6.50%	26,333	7.20%	29,777	7.40%
Age 20-24	24,263	7.50%	25,623	7.00%	28,980	7.20%
Age 25-29	25,310	7.80%	25,838	7.10%	23,402	5.80%
Age 30-34	25,371	7.80%	26,389	7.30%	26,233	6.50%
Age 35-39	25,818	7.90%	26,280	7.20%	28,302	7.10%
Age 40-44	23,983	7.40%	27,574	7.60%	28,598	7.10%
Age 45-49	21,559	6.60%	25,858	7.10%	29,161	7.30%
Age 50-54	20,540	6.30%	22,669	6.20%	26,976	6.70%
Age 55-59	16,845	5.20%	19,869	5.50%	22,360	5.60%
Age 60-64	13,946	4.30%	17,303	4.80%	20,428	5.10%
Age 65-69	11,885	3.70%	12,894	3.50%	17,308	4.30%
Age 70-74	10,292	3.20%	10,207	2.80%	13,319	3.30%
Age 75-79	7,979	2.50%	8,776	2.40%	10,038	2.50%
Age 80-84	4,603	1.40%	6,118	1.70%	7,660	1.90%
Age 85+	2,904	0.90%	4,614	1.30%	5,730	1.40%
Total	325,382	100.00%	363,633	100.00%	401,394	100.00%
Median	34.5		35.1		36.6	

Population by Race Trends

	2000 CENSUS		2008 ESTIMATE		2013 FORECAST	
	Number	Percent	Number	Percent	Number	Percent
White	230,543	70.90%	250,233	68.80%	272,717	67.90%
Black	25,090	7.70%	30,846	8.50%	35,285	8.80%
Native American	2,844	0.90%	2,588	0.70%	2,522	0.60%
Asian	17,751	5.50%	28,166	7.70%	34,564	8.60%
Hawaiian / Pacific Islander	1,649	0.50%	2,201	0.60%	2,523	0.60%
Two or More	14,708	4.50%	16,032	4.40%	16,450	4.10%
Other Race	32,797	10.10%	33,566	9.20%	37,333	9.30%
Total	325,382	100.00%	363,633	100.00%	401,394	100.00%

Hispanic Population Trends

	2000 CENSUS		2008 ESTIMATE		2013 FORECAST	
	Number	Percent	Number	Percent	Number	Percent
Hispanic	84,307	25.90%	126,714	34.80%	150,787	37.60%
Not Hispanic	241,075	74.10%	236,920	65.20%	250,608	62.40%
Total	325,382	100.00%	363,633	100.00%	401,394	100.00%

Households by Occupancy Trends

	2000 CENSUS		2008 ESTIMATE		2013 FORECAST	
	Number	Percent	Number	Percent	Number	Percent
Owner Occupied	68,205	51.10%	73,964	47.90%	82,226	47.60%
Renter Occupied	54,831	41.10%	63,189	41.00%	68,997	39.90%
Vacant	10,344	7.80%	17,120	11.10%	21,537	12.50%
Total	133,380	100.00%	154,273	100.00%	172,760	100.00%

Daytime Population

	2000	2008	2013
	CENSUS	ESTIMATE	FORECAST
Establishments	0	14,307	0
Employees	0	160,645	0

10 miles

Summary Demographic

	2000 CENSUS	2008 ESTIMATE	2013 FORECAST
Population	884,381	1,036,217	1,165,305
Households	326,391	382,108	430,517
Families	208,699	242,799	272,361
Median Age	33.4	34.2	35.8
Median Household Income	\$40,124	\$52,834	\$58,473
Average Household Income	\$51,426	\$66,862	\$74,830
Average Household Size	2.71	2.71	2.71

Households by Income

	2000 CENSUS		2008 ESTIMATE		2013 FORECAST	
	Number	Percent	Number	Percent	Number	Percent
Less Than \$10,000	28,418	8.70%	24,810	6.50%	24,755	5.80%
\$10,000 - \$14,999	19,723	6.00%	14,096	3.70%	13,829	3.20%
\$15,000 - \$19,999	21,813	6.70%	18,059	4.70%	17,789	4.10%
\$20,000 - \$24,999	25,223	7.70%	20,005	5.20%	16,511	3.80%
\$25,000 - \$29,999	22,777	7.00%	21,233	5.60%	20,807	4.80%
\$30,000 - \$34,999	22,793	7.00%	21,846	5.70%	22,631	5.30%
\$35,000 - \$39,999	21,976	6.70%	19,494	5.10%	21,117	4.90%
\$40,000 - \$49,999	38,132	11.70%	41,291	10.80%	39,710	9.20%
\$50,000 - \$59,999	31,179	9.60%	36,058	9.40%	44,976	10.40%
\$60,000 - \$74,999	34,179	10.50%	44,250	11.60%	45,069	10.50%
\$75,000 - \$99,999	30,713	9.40%	49,838	13.00%	60,154	14.00%
\$100,000 - \$124,999	13,403	4.10%	29,848	7.80%	38,579	9.00%
\$125,000 - \$149,999	6,165	1.90%	15,500	4.10%	24,123	5.60%
\$150,000 - \$199,999	4,763	1.50%	13,209	3.50%	21,024	4.90%
\$200,000+	5,136	1.60%	12,570	3.30%	19,442	4.50%
Total	326,391	100.00%	382,108	100.00%	430,517	100.00%

Population by Age

	2000 CENSUS		2008 ESTIMATE		2013 FORECAST	
	Number	Percent	Number	Percent	Number	Percent
Age 0-4	68,916	7.80%	79,152	7.60%	83,233	7.10%
Age 5-9	68,338	7.70%	76,587	7.40%	84,694	7.30%
Age 10-14	59,578	6.70%	73,262	7.10%	81,548	7.00%
Age 15-19	56,481	6.40%	72,474	7.00%	83,508	7.20%
Age 20-24	65,920	7.50%	72,151	7.00%	83,338	7.20%
Age 25-29	72,787	8.20%	78,006	7.50%	71,973	6.20%
Age 30-34	73,086	8.30%	79,573	7.70%	80,411	6.90%
Age 35-39	72,710	8.20%	77,338	7.50%	84,757	7.30%
Age 40-44	65,864	7.40%	79,012	7.60%	83,619	7.20%
Age 45-49	57,979	6.60%	73,094	7.10%	84,313	7.20%
Age 50-54	53,083	6.00%	62,727	6.10%	76,977	6.60%
Age 55-59	43,414	4.90%	55,538	5.40%	64,578	5.50%
Age 60-64	35,429	4.00%	47,796	4.60%	58,299	5.00%
Age 65-69	29,477	3.30%	34,591	3.30%	48,112	4.10%
Age 70-74	24,839	2.80%	26,301	2.50%	35,568	3.10%
Age 75-79	18,744	2.10%	21,880	2.10%	25,905	2.20%
Age 80-84	10,765	1.20%	15,077	1.50%	19,504	1.70%
Age 85+	6,971	0.80%	11,656	1.10%	14,968	1.30%
Total	884,381	100.00%	1,036,217	100.00%	1,165,305	100.00%
Median	33.4		34.2		35.8	

Population by Race Trends

	2000 CENSUS		2008 ESTIMATE		2013 FORECAST	
	Number	Percent	Number	Percent	Number	Percent
White	602,596	68.10%	696,069	67.20%	775,708	66.60%
Black	90,007	10.20%	111,594	10.80%	126,374	10.80%
Native American	7,620	0.90%	7,131	0.70%	7,018	0.60%
Asian	44,621	5.00%	73,027	7.00%	91,196	7.80%
Hawaiian / Pacific Islander	4,243	0.50%	6,064	0.60%	7,118	0.60%
Two or More	39,287	4.40%	44,691	4.30%	46,711	4.00%
Other Race	96,008	10.90%	97,641	9.40%	111,180	9.50%
Total	884,381	100.00%	1,036,217	100.00%	1,165,305	100.00%

Hispanic Population Trends

	2000 CENSUS		2008 ESTIMATE		2013 FORECAST	
	Number	Percent	Number	Percent	Number	Percent
Hispanic	243,085	27.50%	365,872	35.30%	438,425	37.60%
Not Hispanic	641,296	72.50%	670,345	64.70%	726,880	62.40%
Total	884,381	100.00%	1,036,217	100.00%	1,165,305	100.00%

Households by Occupancy Trends

	2000 CENSUS		2008 ESTIMATE		2013 FORECAST	
	Number	Percent	Number	Percent	Number	Percent
Owner Occupied	172,226	48.40%	203,630	46.80%	231,841	46.50%
Renter Occupied	154,165	43.30%	178,478	41.00%	198,675	39.80%
Vacant	29,319	8.20%	52,742	12.10%	68,259	13.70%
Total	355,710	100.00%	434,850	100.00%	498,776	100.00%

Daytime Population

	2000	2008	2013
	CENSUS	ESTIMATE	FORECAST
Establishments	0	48,099	0
Employees	0	827,416	0

Clark County

Summary Demographic

	2000 CENSUS	2008 ESTIMATE	2013 FORECAST
Population	1,375,738	1,908,005	2,229,617
Households	512,243	713,363	835,272
Families	339,686	469,598	546,983
Median Age	34.4	35.6	37.2
Median Household Income	\$45,053	\$59,845	\$67,219
Average Household Income	\$57,620	\$76,413	\$85,854
Average Household Size	2.69	2.67	2.67

Households by Income

	2000 CENSUS		2008 ESTIMATE		2013 FORECAST	
	Number	Percent	Number	Percent	Number	Percent
Less Than \$10,000	36,289	7.10%	37,227	5.20%	38,592	4.60%
\$10,000 - \$14,999	26,006	5.10%	21,454	3.00%	21,917	2.60%
\$15,000 - \$19,999	28,881	5.60%	27,751	3.90%	28,785	3.40%
\$20,000 - \$24,999	34,725	6.80%	30,506	4.30%	25,319	3.00%
\$25,000 - \$29,999	32,527	6.30%	32,920	4.60%	33,254	4.00%
\$30,000 - \$34,999	34,629	6.80%	35,223	4.90%	36,664	4.40%
\$35,000 - \$39,999	32,596	6.40%	33,353	4.70%	35,596	4.30%
\$40,000 - \$49,999	60,295	11.80%	73,188	10.30%	72,285	8.70%
\$50,000 - \$59,999	51,492	10.10%	66,081	9.30%	83,645	10.00%
\$60,000 - \$74,999	58,795	11.50%	83,820	11.70%	86,400	10.30%
\$75,000 - \$99,999	57,110	11.10%	102,550	14.40%	123,381	14.80%
\$100,000 - \$124,999	26,678	5.20%	67,172	9.40%	86,622	10.40%
\$125,000 - \$149,999	11,843	2.30%	37,144	5.20%	57,936	6.90%
\$150,000 - \$199,999	9,567	1.90%	31,289	4.40%	51,737	6.20%
\$200,000+	10,807	2.10%	33,685	4.70%	53,139	6.40%
Total	512,240	100.00%	713,363	100.00%	835,272	100.00%

Population by Age

	2000 CENSUS		2008 ESTIMATE		2013 FORECAST	
	Number	Percent	Number	Percent	Number	Percent
Age 0-4	103,301	7.50%	140,102	7.30%	153,320	6.90%
Age 5-9	104,267	7.60%	136,527	7.20%	156,717	7.00%
Age 10-14	93,132	6.80%	133,427	7.00%	153,829	6.90%
Age 15-19	84,636	6.20%	125,530	6.60%	150,398	6.70%
Age 20-24	92,853	6.70%	117,157	6.10%	141,319	6.30%
Age 25-29	109,268	7.90%	137,175	7.20%	131,693	5.90%
Age 30-34	114,085	8.30%	146,796	7.70%	153,808	6.90%
Age 35-39	115,574	8.40%	144,893	7.60%	164,304	7.40%
Age 40-44	104,561	7.60%	147,941	7.80%	162,022	7.30%
Age 45-49	92,361	6.70%	138,165	7.20%	164,832	7.40%
Age 50-54	85,790	6.20%	120,938	6.30%	153,165	6.90%
Age 55-59	70,902	5.20%	110,820	5.80%	133,068	6.00%
Age 60-64	58,122	4.20%	95,743	5.00%	120,626	5.40%
Age 65-69	49,123	3.60%	70,926	3.70%	101,937	4.60%
Age 70-74	41,070	3.00%	52,306	2.70%	73,168	3.30%
Age 75-79	29,715	2.20%	41,579	2.20%	51,034	2.30%
Age 80-84	16,456	1.20%	27,420	1.40%	36,905	1.70%
Age 85+	10,534	0.80%	20,560	1.10%	27,472	1.20%
Total	1,375,750	100.00%	1,908,005	100.00%	2,229,617	100.00%
Median	34.4		35.6		37.2	

Population by Race Trends

	2000 CENSUS		2008 ESTIMATE		2013 FORECAST	
	Number	Percent	Number	Percent	Number	Percent
White	984,771	71.60%	1,346,901	70.60%	1,565,067	70.20%
Black	124,885	9.10%	184,630	9.70%	221,108	9.90%
Native American	10,895	0.80%	11,786	0.60%	12,187	0.50%
Asian	72,547	5.30%	141,144	7.40%	183,500	8.20%
Hawaiian / Pacific Islander	6,412	0.50%	10,393	0.50%	12,799	0.60%
Two or More	57,764	4.20%	82,075	4.30%	87,664	3.90%
Other Race	118,464	8.60%	131,076	6.90%	147,292	6.60%
Total	1,375,738	100.00%	1,908,005	100.00%	2,229,617	100.00%

Hispanic Population Trends

	2000 CENSUS		2008 ESTIMATE		2013 FORECAST	
	Number	Percent	Number	Percent	Number	Percent
Hispanic	302,141	22.00%	543,487	28.50%	694,032	31.10%
Not Hispanic	1,073,597	78.00%	1,364,518	71.50%	1,535,585	68.90%
Total	1,375,738	100.00%	1,908,005	100.00%	2,229,617	100.00%

Households by Occupancy Trends

	2000 CENSUS		2008 ESTIMATE		2013 FORECAST	
	Number	Percent	Number	Percent	Number	Percent
Owner Occupied	302,825	54.10%	434,101	53.00%	513,672	52.60%
Renter Occupied	209,418	37.40%	279,262	34.10%	321,600	32.90%
Vacant	47,545	8.50%	105,815	12.90%	141,275	14.50%
Total	559,788	100.00%	819,178	100.00%	976,547	100.00%

Daytime Population

	2000	2008	2013
	CENSUS	ESTIMATE	FORECAST
Establishments	0	69,199	0
Employees	0	1,088,670	0

Las Vegas NV DMA Rankings

Characteristic	Rank (of 210 DMAs)
Total Number of Facilities	T93
Public Facilities	T91
Private Facilities	102
Premium Facilities	T4
Standard Facilities	T118
Value Facilities	T191
Predicted Household Participation Rate	18%
<i>Rank (of 210 DMAs)</i>	114
Predicted Number of Golfing Households	118,594
<i>Rank (of 210 DMAs)</i>	45
Predicted Number of Rounds Demanded - 2006	3,562,914
<i>Rank (of 210 DMAs)</i>	36

'T' indicates tied with at least one other DMA for this rank

GLOSSARY OF KEY TERMS

Golfing Household Index: An index, based on Predicted Number of Golfing Households, that compares golfing household participation in a particular geography to the national average golfing household index of 100.

Rounds Index: An index, based on Predicted Number of Rounds, that compares the propensity of rounds played per household in a particular geography to the national average rounds index of 100.

Households/Supply: The total number of Households per 18 Holes is derived by dividing the total number of households by the number of 18-hole equivalent golf courses. Households Supply Indices are derived from these ratios, and then compared with the base national figure of 100. For both ratios and indices, the higher the number, the more favorable is the market.

DMA (*Designated Market Area*): The term for a TV or broadcast market, commonly referred to as a media market. Definitions for the 210 DMAs are supplied by Nielsen Media Research, which generates ratings for broadcast programming. DMAs are “MECE” – mutually exclusive and completely exhaustive areas, meaning that they encompass the entire U.S. and do not overlap.

CONTINUING SERVICES

Thank you for your purchase of GolFacts. This GolFacts report was intended to provide a preliminary understanding of a particular golf market utilizing National Golf Foundation database information. If you require a greater level of detail on this golf market, we suggest considering the following services from NGF Consulting.

In all cases, the fee that the client paid for any GolFacts product will be credited toward the price of the continuing service.

Initial Market Investigation

This report will expand on the information provided in the GolFacts reports by filling in key details of supply and demand in the market, including competitive facility profiles, hard golf demand estimate and an analysis of key demographic/economic trends. An initial opinion is offered as to the potential success of the client’s proposed project. These studies are used to provide the client a ‘quick look’ at some of the general implications of a new golf facility development, without the expense of a full feasibility study.

Subject Facility or Prospective Site Evaluation

NGF Consulting will organize a qualified team to conduct a preliminary investigation of the suitability of the selected site(s) for the proposed subject golf facility, or to examine the present physical condition of an existing facility. Selected site factors will be addressed and reasonable golf course development (renovation) cost parameters identified.

For existing facilities, NGF Consulting will conduct a thorough inspection of the golf course and physical plant. The areas to be examined include facets of the operation critical to the ongoing success of the facility, such as (but not limited to) operational and programming issues, agronomic and maintenance conditions, and identification of potential upgrades and/or renovations.

Golf Market Analysis with Preliminary Use Projections and Financial Pro Formas

This phase will involve integrating the findings of the GolFacts and Initial Market Investigation into an in-depth golf market analysis complete with NGF Consulting's opinion as to the current and future status of the selected golf market and the subject property. The deliverable for this phase also includes full site-specific use projections, segmented by revenue center, fees and type, for the subject golf facility. Combining these use projections with the maintenance expense and cost-to-construct estimates from the Preliminary Site(s) Analysis, NGF will prepare a five-year cash flow analysis, complete with all revenue and expense estimates. The pro forma will also include an estimate of the facility's ability to retire the capital investment necessary to construct, acquire and/or redevelop the facility.

Certified Appraisal of Value

To prepare a hard-dollar estimate of the value of an existing golf operation, NGF Consulting will utilize the services of a certified Appraisal Institute Member (MAI), and the data generated in the market and financial analysis, to provide a separate value appraisal report. To generate this appraisal report we would make full use of local appraisal sources coupled with our existing databanks for additional comparable golf course cost information.