

**2008**

**ECONOMIC IMPACT REPORT**



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## **I. Introduction**

The purpose of this survey report is to measure the impact of CMAA members in the local, regional and national economy. The survey was conducted as part of the biannual 2008 Club Operations and Financial Data Survey. The survey was developed by CMAA national staff in consultation with Market Connections, Inc., a market research firm. A total of 828 CMAA members participated in the survey, representing a response rate of 36 percent.

The results of the report were cross-tabulated across the domestic clubs managed by CMAA members. The results were analyzed by club type, region, club size and 2007 gross revenue. The projected numbers are the sum of averages, and as such, the projected totals are not the sum of the constituent parts.

NOTE: Due to a change in the method used to project the findings of the 2008 Club Operations and Financial Data Survey across all CMAA member-managed clubs, the 2008 projections cannot be directly compared to the economic impact projections from previous years. A detailed explanation of the methodological approach used to calculate the projections is included in Section XI of this report. Also, for all regional references, please refer to the Appendix on page 15 for a regional breakdown by state.

## **II. Club Membership**

CMAA member-managed clubs serve 1.8 million members nationwide, with the highest number of club members in the South (576,071) and in the Northeast (358,343).

Country clubs, which are the largest club type among CMAA member clubs, represent approximately half (52 percent) of the members in CMAA member-managed clubs.

Other clubs, which include tennis, athletic, university/faculty and resort clubs, constitute one-fifth (21 percent) of the projected national membership, with 388,361 members.

Table 1 shows the projected national membership of CMAA member-managed clubs by region and club type.

**Table 1: Projected National Membership by Region and Club Type**

<b>Region</b>	<b>Projected Number of Members</b>
Mid-Atlantic	149,815
Midwest	294,798
Northeast	358,343
South	576,071
Southwest	123,107
West	281,335
<b>Club Type</b>	<b>Projected Number of Members</b>
City	166,284
Country	933,924
Golf	177,329
Yacht	145,875
Other	388,861
<b>Total</b>	<b>1,812,273</b>

### **III. Club Employment**

Facilities managed by CMAA members employed at least 290,749 employees, which is a conservative estimate based on only the core functions within the clubs. Since not all clubs offered all the facilities included in the survey, the national employment projection is based only on the staff within the clubs' core functions: club administration, food and beverage operations, and for golf and country clubs, golf operations.

## CMAA 2008 Econom

Table 2 shows the  
within each of the c

### **Table 2: Projected M**

<b>Department</b>
Administration
Food & Beverage

## CMAA 2008 Econom

**Table 3: Projected M**

<b>Region</b>	<b>M</b>
West	
Midwest	
Northeast	
Southwest	
South	
Mid-Atlantic	

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earning clubs is mo  
than the average re

**Table 5: Average ar**

<b>Club Type</b>	
Golf	
Country	
City	

## CMAA 2008 Economic

**Table 6: Average ar**

<b>Region</b>	<b>Av</b>
Mid-Atlantic	
Midwest	
Northeast	
South	
Southwest	
West	

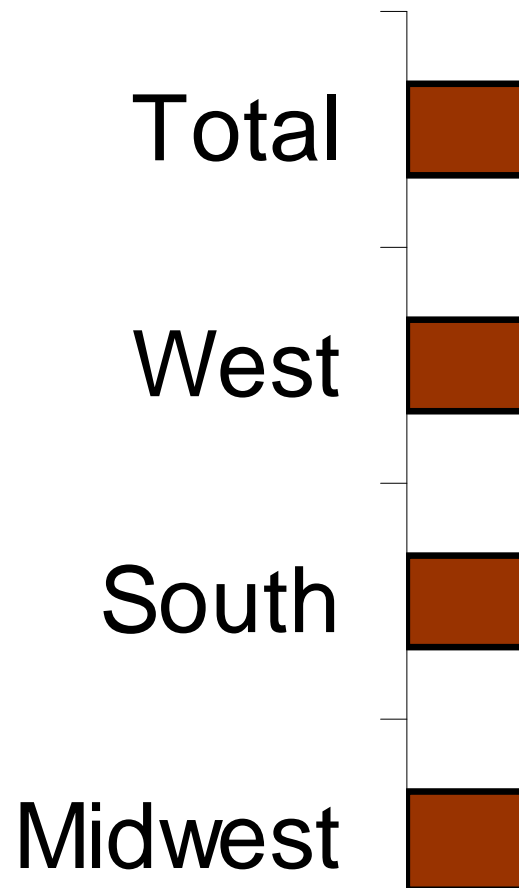
## CMAA 2008 Economic

**Table 7: Projected M**

<b>Region</b>	
West	
Midwest	
Northeast	
Southwest	
South	
Mid-Atlantic	

## CMAA 2008 Econon

**Figure 2: Percent of**



## CMAA 2008 Econom

<b>Club Type</b>	
City	
Country	
Golf	
Yacht	
Other	
<b>Total</b>	

## VII Taxes Paid by

## CMAA 2008 Economic

**Table 10: Average C**

<b>Club Type</b>	
Golf	
Country	
City	
Yacht	
<b>Total</b>	

## CMAA 2008 Economic

### **VIII. Charity Fund**

Just over half the o  
of more than 150 d  
commonly supporte  
hospice care provid  
schools and suppo

Overall, clubs raise

## CMAA 2008 Economic

**Table 13: Projected**

<b>Region</b>	
West	
Midwest	
Northeast	
Southwest	
South	
Mid-Atlantic	
<b>Total</b>	

## CMAA 2008 Econom

**Figure 3: Surv**

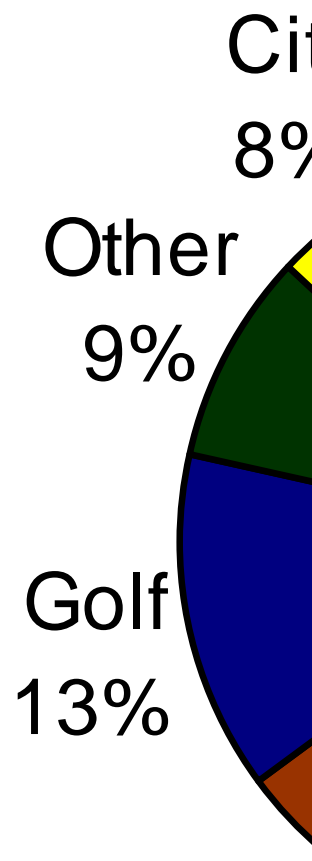
Mid-Atlan  
8%

West  
15%



## CMAA 2008 Economic

**Figure 5: Su**



## CMAA 2008 Economic

Appendix I shows the  
report. This information

### **Appendix I: Regional**

<b>Region</b>	<b>Sta</b>