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Forward

Forward Tees…Scoring Tees…Longleaf Tee System…Golf for Life…There is no lack for names to the various options being used by golf facilities across North America that are introducing additional tee locations. Whatever you call it, the goal is the same: more people, playing more often, having more fun, and improving each facility’s bottom line.

Isn’t that why we play the game, for the fun and friendship? Recall your first birdie, or that great round you had when you first broke 80 (or 90). Shouldn’t all golfers experience that feeling?

We have seen the positive results when new tees are added, attracting new players and retaining current players. The old fears about male players being reluctant to move forward are fading away as the stigma of playing from “ladies’ tees” becomes a distant memory (as if ladies all play from the same set of tees, anyway!).

This book takes you on a great journey, from the Two-Tee System first proposed by Alice Dye, ASGCA, to numerous examples of how today ASGCA members are working with facilities everywhere to help golfers play from a distance that aligns with their physical ability and skill level.

Enjoy.

Bruce Charlton, ASGCA
President, ASGCA Foundation

In a 2018 survey by the Sports & Leisure Research Group, golf course superintendents cited additional tees – to offer both a shorter course and a longer course – as high on their “wish list” of course improvements.

- 55% a dedicated short game practice/learning area
- 54% an enhanced practice range
- 42% a re-design of one or more holes on the golf course
- 38% additional tee box options that allow for a shorter golf course
- 28% additional, dedicated outdoor event space
- 27% additional tee box options that allow for a longer golf course
A History of Innovation

For some time, ASGCA members have worked with facilities to provide teeing options that make the game fun for players and profitable for operators. Here are a few examples which stand the test of time.

Creating a Two Tee System for Women

ALICE DYE, ASGCA FELLOW

Alice Dye, ASGCA Fellow, was a trailblazer more than 25 years ago when she first wrote, “Giving women just one tee to play from is like asking them all to wear the same size dress.”

The science and specifics of creating additional tees – not only for women, but for all golfers regardless of age, gender or skill level – may have evolved, but Dye was out front leading the charge, as seen here.

Position of New Forward Tees

A. Correct forward tee
B. Positions for back tee for women
C. Incorrect position for forward tee

In her essay “Creating a Two Tee System for Women,” Dye recommends that golf course architects address several considerations when determining the position of forward tees, including the natural contour of the ground, safety from another hole and proper angle, as shown here.

Scoring for All

JAN BEL JAN, ASGCA

Everybody wants to score better; that’s how I came up with the name “Scoring Tees.”

If we can make it possible for players with slower clubhead speeds to have more success getting on greens in regulation, we have the opportunity to keep them in the game, and this, in turn, will keep members and memberships healthy.

Scoring tees can also be used profitably by even the best players in the club. If you look at collegiate golf, many coaches have their teams play from the most forward set of markers at least once a week. Why? Because it helps team members learn better course management and how to hone a better short game.

At Pelican’s Nest Golf Club in Florida, the scoring tees are at least 25 x 25 feet (to match the turning radius of a triplex) so the golf course superintendent can manage them cost- and time-effectively. Once players experience better scores because they can more often reach the greens in regulation, they are less interested in going back to a longer course.

Another group that benefits from scoring tees are collegiate players, who hone their skills playing from different areas.
Starting the Forward Tee Program

JEFFREY BRAUER, ASGCA

At Wilderness at Fortune Bay in Tower, Minnesota, I suggested implementing a forward-tee program and they saw the value immediately.

I used a multiple-step process of establishing the parameters, evaluating the existing conditions, setting tees using pure distance and then field adjusting those to their final locations.

I explained to whom the “proportional theory” of tee placement and hole distance. Old-style forward tees were placed by subtracting 20-30 yards from the previous tee. New wave forward tees are placed by a percentage of shot length. There is usually some resistance at first, but after thought, it’s hard to argue the process that greens are generally “meant to be” reached in regulation figures. Extra shots aren’t fun and they slow play.

It was quickly obvious that the solution was to add a new set of tees (with a target yardage of 4,325 yards), and calling the current green tees of 5,324 yards the new white tees. Many courses fit this profile and would benefit from a similar program, while some need adjustments to all tees.

According to Brauer, there are many factors that go into determining the best possible location for each tee, and often compromises when considering all these issues:

- **Safety**
  - Access to cart path
  - Topography affects shots

- **Size**
  - Reduced doglegs

- **Construction**
  - View from tee
  - Optional carry on tee shot

- **Reduced fear factor**
  - Forced carry tee shots

- **Play angles**
  - Construction ease
  - Forced carry on approach shot

- **Avoid forced layups**
  - Consider the fairway cut

- **View from tee**
  - Forced carry on approach shot

Learn Golf Program at Monarch Dunes

DAMIAN PASCUZZO, ASGCA

“The Challenge Course” at Monarch Dunes is a collection of 12 par-three holes that appeals to both the veteran player and the golfing newcomer. The holes range from 65 yards to 205 yards. The 12 holes can be divided into many subsets (i.e. 2-6 hole groups, 4-3 hole groups, etc.), making for lots of interesting matches and games between players.

Players teeing off from the back tees face the most difficult shot, while those playing from the front tees have a far easier line to the green. Each hole has at least 5,000 square feet of tee space and three sets of tee markers.

Players encounter ridges and swales running through the greens that may change three-four feet in elevation. To accommodate this type of movement, the greens are about 8,000 square feet (or about 30% larger than normal greens). Playing strategy changes depending on where the flag is that particular day and what the wind is doing.

Royal Little Family Foundation

Arthur Little and Jann Leeming have been in the golf industry since buying a course in Maine in 1996. Since 1998, the husband and wife team have championed the cause that golf courses need forward sets of tees at approximately 4,000 and 4,700 yards to suit players with swing speeds of 60-75 mph.

Their study and work, bringing a scientific component to this topic, has been a factor in a number of course designs. Their work has been supported by ASGCA, USGA, LPGA, PGA of America, Club Managers Association of America, Golf Course Superintendents Association of America and National Golf Course Owners Association.

Little’s book, Setting Up Golf Courses for Success, cites the benefits of proper course setup, including: increased play among new and existing golfers, improved speed of play, increased family playing opportunities and reduced negative stigma of the various tee colors. These changes enable players to have a more positive experience, while driving rounds and revenues higher.
Case Studies

EXAMPLES OF FORWARD TEES THROUGH DESIGN

Since no two golf courses are the same, it stands to reason no two projects that introduce additional tees to a facility will be the same, either. The following pages feature examples of facilities working with ASGCA members to provide new playing opportunities for golfers, leading to some impressive results.
The Situation

The Refuge is an upscale daily fee golf course owned by the City of Flowood in the suburbs of Jackson, Mississippi. Originally opened for play in October of 1998, the course has been known for excellent course conditions. A lot has changed in equipment technology since the course opened 20 years ago. Before long, the 6,635-yard distance from the back tees was not much of a challenge for longer players, and tree growth caused the course to fall into a strange “no man’s land” of distance and width: the course was too short for better players, but too tight for higher handicappers. When golf course architect Nathan Crace, ASGCA, was contacted about the renovation, he immediately suggested installing the Longleaf Tee System as part of the overall renovation.

The Approach

One primary goal of the renovation was to make the course appealing to the widest cross section of golfers possible. In addition to creating returning nines, the plan gave players the option of playing 5, 9, or 18 holes and returning to the clubhouse each time. In addition, new greens, new bunkers, and new tees were installed throughout the course. Playing corridors were widened significantly, and lakes re-aligned and re-shaped to open landing areas. However, the addition of the Longleaf Tee System helped to broaden the appeal of the course to a wide spectrum of players. Once the course re-opens, any player can hit driver on any par-4 or par-5 as an option off the tee, higher handicappers can not only find errant shots, but also play them, and players of any skill level will be able to enjoy a new setup that stretches from 4,500 yards to 7,045 yards.

The Solutions

It was not difficult to convince the owner to install the Longleaf Tee System because the cost was negligible in the overall cost of the money invested in the full course renovation and the golf course staff played a big role in getting the tees built. As the home course of the First Tee of Central Mississippi, The Refuge was a natural fit for the Longleaf Tee System. The course had a three hole “wee links” par-3 course for juniors, but those holes were lost when that land had to be used as part of the re-development plan. Now those juniors will have a forward set of tees where they can play five holes and come back to the clubhouse.
The Situation

Looking to secure the course’s long-term sustainability, Schaumburg Park District leaders hired Lohmann Quitno Golf Course Architects, Inc. to update/renovate all 27 holes at Schaumburg Golf Club (SGC). The initial purpose of this effort was to address greens and bunkers, and resurface the primary playing areas. However, the project team also determined the need to establish a better forward teeing system to encourage more beginner, senior and family play, thus maximizing its potential user base.

The Approach

During a 1990s renovation at SGC, some forward teeing areas were installed on the course to cater to the three-marker system being used at the time. These new tees laid out to a reasonable 2,400/2,500 yards per nine and were well liked by users, especially ladies. Over the years, demand for a fourth marker to cater to seniors prompted the course to add a 2,700/2,800-yard option, but no new tees were built. To achieve the conglomerate yardage, some senior markers were placed on the back tees and some placed on the front tees. This provided the desirable overall length, but created consistency problems as some holes still played too long and others too short.

The Solutions

“Life Tees,” the new forward teeing program at SGC corrected this irregularity by addressing all tee yardages on a hole-by-hole basis. Each hole at SGC was analyzed for forward teeing opportunities based on player swing speeds (i.e. hitting distances) and the physical dynamics of the hole. Tee positions were determined by a variety of factors, including:

- Existing terrain for building the actual tees, preferring flatter areas to minimize costs
- Uphill or downhill nature of the hole, especially the tee shot
- Greater shot equity for all player types (similar club selection on drives and approaches where possible)

The end result at SGC was the implementation of a five-marker system on all 27 holes with a consistent yardage advancement from front to back. Each nine-hole course plays as short as 1,900 yards and steps back at average intervals of 300 yards per marker. The most forward teeing areas are built as subtle, but distinct, pads at the beginning of each fairway. These tees have the same marking system as the other tees, but are otherwise blended into the surrounding bentgrass and easily maintainable with fairway mowing equipment.
The Situation

In 2018, TPC Colorado opened at an elevation of 5,000 feet. The golf ball generally flies further at altitude, though not uniformly so for all golfers and for all types of shots. This impacted how holes were designed for overall length, and length of the holes from the various tees.

As part of the TPC network, this is a “championship” golf course, though for 51 weeks each year it hosts recreational golfers, both members and public-access players.

The design challenge: what is the best variety of tee lengths that allows the course to be set up as challenging enough for the elite, professional golfer, yet enjoyable for the variety of recreational golfers – while also considering the impact that the elevation of the site will have on these variously-skilled golfers?

The Approach

Base assumptions were developed for how far golfers of various skill levels, both male and female players, hit their tee shots. From there a Tee Shot Distance Matrix was developed that suggested a proper range of tee lengths for the various holes.

The TPC/PGA design team provided extensive data on how far professionals hit their shots, so it was relatively straightforward to establish the range of tee shot lengths for these players.

At the other end of the spectrum, the average tee shot of women being in the 125-135-yard range was used as the starting point. This measurement was attributable to the work of Alice Dye, ASGCA, in the 1990’s, which created a shift in thinking about what an appropriate distance should be for the forward tees.

The Tee Shot Distance Matrix was then filled out for other players. It established a variable 40 to 50-yard range of tee shot lengths for male and female players for each set of tees based on skill level. To take into consideration the 5,000-foot elevation of the course, each skill level was then given a variable percentage adjustment increase ranging from 0% up to 12%.

The Solutions

The matrix was set up on an overlapping five-tee system for both men and women with the two forward tees, which are integrated into the fairways of the holes, serving as good development tees for junior players or anyone just learning the game.

Tees for the course were built at the lengths suggested by the matrix, and when combined with the length of the actual teeing area, an overlap of yardages between each set of tees was created. This provides complete flexibility in course set-up so that all players can find a course length that suits their game.

The Takeaways

- There are seven distinct tees on each hole. Golfers are encouraged to play from the tees that best suit their skill and desire for what they seek out of their round of golf in terms of enjoyment and challenge.

- Players can play a course that can be set up at any length from 4,157 yards long up to 7,991 yards long.
Graymere is a private country club in Columbia, Tennessee, located 45 miles south of Nashville. Founded in 1924, Graymere was one of the first 500 country clubs established in America. David Johnson, ASGCA Associate worked with the Club since 2003, first on a Master Plan, then implementing course improvements through the years. In early 2017, Johnson contacted Graymere Superintendent Tim Taylor to discuss the Longleaf Tee Initiative. The Club, with an older membership and a desire to increase youth involvement, seemed like the perfect candidate for adding forward tees.

That spring, Eva Crichton of the Graymere Ladies Association expressed interest in learning more about forward tee systems. During a follow-up meeting, it was evident that the course was just too long for a lot of members and not as fun as it used to be. As a result, members were playing less often or quitting the game, and junior play on the course was rare.

New front tees would help re-ignite members passion to play golf. Prior to the tee project, the course had four sets of tees with yardages of 6,273, 6,085, 5,536 and 4,951 yards. The goal was to provide two new sets of forward markers on each hole. With a measured budget, the project would be done in house by the superintendent and his staff with no interruption to play.

Fortunately, the topography at Graymere is gentle and most of the new tees could be created without moving soil or altering grades. Twenty-two new tees were mowed into existing turf adjacent to, or as part of, fairways. Three additional tees, on more sloping terrain, were built from imported soil, shaped and sodded. To keep maintenance needs to a minimum, the new tees were fairly small, 450-750 square feet, depending on if they would have one or two sets of tee markers. The new tees became the green markers, 4,214 yards, and the orange markers, 3,538 yards.

The feedback is positive among the Club and its members, with increased rounds played and membership on the rise. The merits of implementing front tees not only benefits ladies and juniors, but the membership as a whole. Many male members have moved up a tee or two, to a more manageable yardage, and remarked about having rounds filled with more birdies, pars and fun.

The cost of adding more tees does not need to be extensive. At Graymere, the combination of agreeable topography, a superintendent willing to take on a course improvement project and working with local vendors allowed the project to come in under budget and members are thrilled with the finished product.
The Situation
U.S. Kids Golf was started in 1996 as a family business desiring to stay true to the mission and purpose of bringing kids into the game by providing them the right equipment and then adding improved programs, coaching, and opportunity for competition. In 2015, U.S. Kids Golf President Dan Van Horn was looking for, “a living laboratory for growing kids and family golf in a club environment, and implementing best practices in a real-life situation.”

The Approach
Longleaf Golf & Country Club was purchased, renamed Longleaf Golf & Family Club, and Bill Bergin, ASGCA, brought on to help Van Horn realize his vision. The redesign was highlighted by converting the club’s traditional four tee pads per hole to a new system developed by the U.S. Kids Golf Foundation, the Longleaf Tee System.

Following extensive data analysis, it was determined that on any given course there would ideally be a total of 600 yards of separation, over a typical 18-hole layout, between each tee marker option. Beginning with 3,200 yards from the forward tees, most golf courses can be fit with six, seven or even eight yardage options to choose from. The gap between markers on par 3’s average 15 yards, on par 4’s 35 yards and on par 5’s 50 yards.

The Solutions
At Longleaf, they settled on a seven-tee system, factoring in the course’s topography, and choosing locations that facilitated ease of construction.

Forty new tee pads were constructed, some related to conditioning, while others were based on locations. Twenty-nine tees were cut into existing fairways, of which four had to be shaped and a few more may be modestly levelled in the future. Because of the increased number of tees, size-per-tee could be reduced, and many existing tees could be reduced by simply adjusting mowing lines.

Signage across the facility promotes this updated tee system. From the pro shop and range to the first tee and scorecard, it is all packaged in a way that encourages players to play from the correct tees. On the practice range, there is a guide for golfers that shows which tees they should use, which is determined by driver carry distance, plus roll.

The Takeaways
Longleaf Golf & Family Club has become a benchmark for courses everywhere that seek to add tees, and also promote and encourage golfers to play from tees that meet their skill level on that particular day. Club management and members are so supportive of the new tees that the Club Championship has been conducted utilizing the Longleaf Tee System.
MEDINAH, ILLINOIS / ARCHITECTS: REES JONES, ASGCA FELLOW, AND STEVE WEISSER, ASGCA

The Situation
The No. 2 Course at Medinah Country Club is the club's shortest course, and has always been popular with high handicappers, ladies and juniors. When the time came for Rees Jones, ASGCA Fellow, to restore the course to the original design of Tom Bedelow, he took the opportunity to introduce some exciting new features to make it more attractive to players of all abilities.

The Approach
Recognizing that No. 2 needs to stay relevant and to do what it can to make the course more fun to play, the club introduced its "Golf For Life" program in 2017, a unique set up which involves multiple tees per hole, benefitting all golfers. Jones and Steve Weisser, ASGCA, working with Medinah’s Director of Golf Course Operations Curtis Tyrrell, designed seven sets of tees.

The Solutions
"Golf For Life" is unique in that it offers a comprehensive program designed to help players build the skills they need to improve their games. The tees are set up based on 25-yard increases in driving distance, from Orange (75 yards per drive) to Gold (225-250 yards per drive). Each golfer meets with professional staff for a game evaluation, is assigned one of seven tee markers as a starting point, and then begins a structured system for improvement.

Photos by: Evan Shiller

No. 2 has become one of the most popular courses at Medinah. Six of the seven tees on each hole are long enough to have individual slope/course ratings. Scorecards provide a target score that challenges participants to achieve their goals. The seven tees are also used in special events with additional new formats being tested. And, Medinah is considering additional tees as features on its other courses, as well.
The Situation

Shadow Wood Preserve is one of three courses that make up Shadow Wood Country Club, an upscale private club community located in southwest Florida. The Preserve course was designed and built around the turn-of-the-century—a time when it was still believed to be important for courses to be challenging in order to be taken seriously. As its name suggests, Shadow Wood Preserve winds its way around and through some of South Florida’s more scenic and environmentally-sensitive areas. While today’s golf course architects try to avoid forced carries, that was not always possible to achieve at Shadow Wood Preserve, especially since the routing of the golf course resembled a game of connecting the (upland) dots in order to complete the full 18-hole layout. The course was unique and well-received initially, but as the membership aged, only about 20 percent of the Club’s total rounds were being played on the Preserve course.

The Approach

The design team at Hills · Forrest · Smith [Golf Course Architects] was retained to develop a Master Plan for Improvements that would make the Preserve course more fun, enjoyable and attractive for the Shadow Wood Country Club membership. The team studied all aspects of the golf course and developed solutions, cost estimates and phasing schedules for the Club to implement.

The Solutions

The master plan identified four factors that contributed to the difficulty of the Shadow Wood Preserve Course. They included:

1) Long and elevated sideslopes along the wetlands and water hazards that effectively reduced the playable widths of the hole corridors.
2) Highly-elevated green complexes (“Islands in the Sky”)
3) Excessive bunkering and feature shaping
4) The absence of an appropriate set of forward tees

The Takeaways

Phase I of the Master Plan for Improvements was implemented in the summer of 2016. The second hole, which played back to the Clubhouse and was highly-visible, was selected as the “test case” for trying on the new ideas. An attractive timber wall was installed along the lake edge to widen landing areas. A saving bunker was added at the green complex to effectively reduce its height above surrounding grades. Bunkers were renovated and made more playable and manageable. A new forward tee was added to shorten the length of the hole and to give high handicappers a chance to reach the green in regulation. The “second hole project” was very well-received and the decision to implement more improvements, including a new set of forward tees on all of the remaining holes, was made. Glase Golf Construction, a GCBAA-member firm, completed the work in the summer of 2018. Sprigging and sodding accelerated the grow-in process and the Shadow Wood membership now actually looks forward to making the nine-mile journey “up north” to enjoy the “new and improved” Preserve!
Country Club of Birmingham

EAST COURSE, BIRMINGHAM, ALABAMA / ARCHITECT: JOHN LAFOY, ASGCA FELLOW

The Situation

The Country Club of Birmingham is a premier private club having hosted numerous prestigious golfing events over its history, featuring two Donald Ross golf courses; the longer West Course renovated in 1985 by Pete Dye, ASGCA Fellow and the East Course renovated in 1989 by John LaFoy, ASGCA Fellow. In 2012 plans were started to renovate the practice range and short-game facility that is shared by both courses. Over the years, as plans were developed, it became clear that tees, bunkers, and irrigation needed attention, including the addition of a 1.2-acre pond. The dilemma was that the East Course had five different score cards for the various member groups that played it on a regular basis. The course had at least one hole that was a different par for the men and women golfers. Generally, there was not continuity in terms of tee size, shape, and location.

The Approach

It was important to re-frame this venue to accommodate every group that played the course, utilizing one scorecard with every hole the same par for both men and women. This included paying attention to forced carries and insuring that the shots required from each sets of tees did not exceed the capabilities of the players. It was also important that the tee markers could be moved so turf wear could be spread around, as well as provide flexibility in length from the same set of tees.

The Solutions

The traditional four-tee approach would not solve the project’s goals. As the plans developed it became obvious that something like the Longleaf Tee Initiative would be a tremendous benefit. Therefore, once plans were developed for the tees, a six-tee system was put into place utilizing most of the existing tees and adding 28 additional ones. Most of the tees were forward tees, although several were rear tees, stretching the course out some for the better players. It was important that every caliber of player got something in this project. Because of the traditional course design, many greens were close to the tee for the next hole, allowing for placement of some “walk-on” tees adjacent to the greens.

The Takeaways

The “buzz” around the club during construction has been extremely positive. Every golfer will now feel they have a course that aligns to their physical capabilities, and their tee is built and maintained at the same level as all of the other tees. Total rounds played has never been an issue at the Country Club of Birmingham, but it is expected this venue will attract even more play and more enjoyable rounds of golf in the future.
The case studies on the previous pages are just a sample of the positive impact the design of ASGCA members is having by introducing additional tees to golf facilities. Here are some more innovative design solutions.

**City Park Golf Course**
**DENVER, CO / TODD SCHOEDER, ASGCA ASSOCIATE**
The 18-hole remodel of this 1913 Tom Bendelow golf course included a number of updates to benefit golfers and residents for decades to come, including a storm water mitigation system, all new greens, tees and bunkers, a The First Tee facility, updated practice range and new clubhouse. Additionally, golfers young and old now have the option of playing from new Forward Tees that allow the course to be experienced as designed by everyone who competes at City Park.

**Casa de Campo Resort & Villas**
**DOMINICAN REPUBLIC / PETE DYE, ASGCA FELLOW**
How do you make a course ranked by many of one of the Top 100 in the world even better? At Casa de Campo, you encourage golfers to play from the tees that are right for them each day. From the practice range to the first tee, clear signage helps pair golfers up with the correct tee, leading to better scores to match the stunning ocean views.

**Blythfield Country Club**
**BELMONT, MICHIGAN / CHRIS WILCZYNSKI, ASGCA**
“A clear vision of the future to be the best course in West Michigan.” That was the goal when Wilczynski began a Master Plan project for this LPGA-tournament course. The plan includes development of both middle and forward tees throughout the property. “The course just needs some refinement and a clear vision for the future. The master plan, including the additional tees, will help them achieve their goal,” Wilczynski said.

**Sugar Creek Country Club**
**SUGARLAND, TEXAS / JEFF BLUME, ASGCA**
The original 27 holes were designed by an ASGCA Founding Father, Robert Trent Jones, Sr. Over three phases, Blume renovated each of the nines beginning in 2013. Besides restoring the facility to its original intent, all three nines now include additional teeing options. The attraction for new golfers and families has been a highlight of the renovated golf course, and improved playing and scoring for all.

**Rancho Murieta Country Club**
**RANCHO MURIETA, CALIFORNIA / DAMIAN PASCUZZO, ASGCA**
Rancho Murietta is a 36-hole private club southwest of Sacramento. Working with the Club leadership, two new tee markers were added to each hole, based on slower swing speeds and tee shots that typically travel 100-140 yards. The new “platinum” and “emerald” tees have proven popular with the players who are now hitting a wider variety of clubs and reaching the greens more often in regulation.

**Compass Pointe Golf Club**
**LELAND, NORTH CAROLINA / RICK ROBBINS, ASGCA**
Family Tees were designed into the original plans to allow every hole to be played as a par-3. Popular with members – not just for use by children, but also the older members, beginners and for fun special tournaments – these tees play from 50-175 yards, with most being in the 100-yard range. The tees are also often used in the winter when the weather is wet and carts aren’t allowed off the paths.
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