

Golf Channel expansion drives economic development in Orlando

A Florida Success Story



Experts discuss golf tips, equipment and more in "Morning Drive", television's only morning talk show dedicated to golf.

"Florida offers a pro-growth and pro-business environment that is ripe with a talented workforce, which has helped Golf Channel deliver world-class, high-quality golf content across all our platforms to a global audience. We are proud to call Orlando our home."

Mike McCarley, President
Golf Channel



OPPORTUNITY

Golf Channel, a division of NBC Universal, operates a cable programming service and digital platforms devoted exclusively to golf. With global headquarters located in Orlando, the cable channel's programming is currently available in more than 100 million households worldwide. In 2013, Golf Channel announced the consolidation of the channel's digital media operations with GolfNow.com, the largest online tee time retail site in the world.

SOLUTION

Golf Channel considered other locations for operations including Stamford, CT and California but ultimately chose Florida for its pro-business climate and the relationship with Enterprise Florida and Orlando community partners. With the addition of a 30,000 sq. ft. building to their existing facilities, Golf Channel has created a campus which fosters collaboration and synergy between leadership.

IMPACT

Since the consolidation, Golf Channel has hired 200 new employees in addition to the 500 already located in Orlando. The company has also invested almost \$2 million in capital to the region. In 2013, Golf Channel posted the most-watched year in the 19-year history of the network with 14% year-over-year increase in total day average viewership, according to data released by The Nielsen Company.



Enterprise Florida, Inc. is a partnership between Florida's businesses and government leaders and is the principal economic development organization for the state of Florida. EFI facilitates job growth for Florida businesses through recruitment and retention, international trade and exporting, promotion of sporting events, and capital funding programs to assist small and minority businesses.



PARTNERS:

- Enterprise Florida
- Orlando Economic Development Commission
- City of Orlando