

During his presentation, Troy Vincent emphasized that JIA figures show that the GCC has been losing money at an annual average of more than \$600,000 in recent years, requiring the JIA to subsidize golf in order to keep the GCC operational. It is important to note that subsidizing amenities is commonly done by public entities (cities, counties, states and the federal government) because most public amenities such as golf, tennis, swimming pools, parks and the like would be prohibitively expensive if they were expected to be self-sustaining. This point was made in the presentation by [The National Golf Foundation Consulting Firm](#) which the JIA hired to assess golf on Jekyll Island prior to commissioning the GCMP. The [JIA's budget](#) shows that the JIA also subsidizes tennis, the Jekyll Island Foundation, and the development of The Mosaic Museum. And, the JIA has given the Westin Hotel a ten-year subsidy for approximately \$500,000 per year.



Photo by James Holland