



Haas Family Golf

Case Study

With a 65-mat driving range and over an acre of putting greens, Haas Family Golf is a premiere golf practice facility owned by an investor group and employee operated. Inspired by nine-time PGA Tour and 18-time PGA Tour Champions winner Jay Haas, Haas Family Golf is located in Greenville, SC, Haas's hometown of more than 40 years. Haas Family Golf attracts experienced golfers as well as families and those just starting the sport.

The Project

After purchasing the golf center in May 2018, Haas and the investment group sought to improve facility amenities. This included replacing an aging electrical system and failing flood lights to enhance member and visitor experience and position the facility for future growth.

The Solution

EMC replaced failing 1,000-watt metal halide floodlights with 52 new LED products, retrofitting 10 existing pole locations and upgrading aging electrical systems. Now well positioned for easy upgrades and the potential for future expansion, the golf center's new lighting design provides members and visitors with an enhanced experience:

- Wide floodlights brighten short chipping areas
- Narrow spotlights highlight where members and guests practice "approach shots" between their pitching wedges and five irons
- Additional narrow spotlights illuminate where big 300+ yard hitters send balls through the night sky towards the distant tree line

The Results

The new LED lights give Haas Family Golf a fresh new look and extend hours of operation up to three hours past sunset in winter months. The premium light levels, which meet Illuminating Engineering Society of North America (IES) standard of 20 footcandles at the tee box and 10 footcandles of vertical illuminance at 600 feet, provide a six-fold improvement in light levels while cutting the golf facility's power usage roughly in half. The new installation also eliminates the need for routine maintenance and leaves Haas Family Golf well positioned for future expansion as business grows.

"The new lighting design significantly enhances the role Haas Family Golf plays in the community of Greenville as a choice destination for families, exercise and fun."

—Jay Haas, nine-time PGA Tour and 18-time PGA Tour Champions winner and Haas Family Golf owner



Project Savings

≥3 hours of extended operation

6X improvement in light levels

50% reduction in energy usage