



## Marketplace: Golf at Red Ledges while on on Main Street

Jim McLean School offers instruction and retail to the public

by Andrew Kirk, OF THE RECORD STAFF  
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You can now play 18-holes of golf without ever leaving Main Street in the dead of winter. The Red Ledges Jim McLean Golf School recently opened a training facility and retail store at 632 Main Street below the Silver Queen Hotel. The classroom portion of the space is tiny about the square-footage of a walk-in closet but it contains three state-of-the-art training tools that the school's instructors can use year-round to improve a golfer's swing and match them with the right club and brand of ball for their style of play.

The first tool is a golf simulator allowing the user to play 20 of the most famous courses in the nation including several holes at the Red Ledges Jack Nicklaus Signature Course in Heber. Nearly 1,000 photo images were taken of each hole at each course between 16,000 to 17,000 images per course so the user sees exactly what they would from anywhere they hit the ball on the actual grass within a foot. Three forms of artificial turf allow the golfer to simulate being in a sand pit or the rough.

The special cameras of the simulator also allow the user to putt accurately on a green. In fact, the cameras are so sophisticated they can track the ball's trajectory, distance, spin and more. These statistics greatly enhance an instructor's lesson, said Red Ledges Club general manager John Johnson. A lesson from the Jim McLean school can be scheduled and the simulator can be reserved for tee-time. If it's available, anyone off the street can purchase time on it for an hourly fee. If you've got the legs for it, there's also a football field kick program.

"It's great for a cocktail parties and events; no one wants to put the club down," he said. An individual can play all 18 holes in less than an hour. A group of four takes about three hours, Johnson said. The other two tools, a TrackMan Launch Monitor and JC Video Golf Swing Analysis Software, also use sophisticated cameras to provide about two times as much information on a swing as the simulator alone, Johnson said.

The Jim McLean Golf School on Main Street serves two purposes, said Red Ledges vice president and project manager Todd Cates. The first is convenience. Students of the golf school in Heber have been asking for a winter training facility and Park City is a central location. The second is exposure. Seeing people swinging clubs inside a storefront on Main Street is a great way to introduce window shoppers to what Red Ledges has to offer, Cates said. When they walk in to check out the simulator or shop in the retail section, they can learn about the real estate.

"It's a very good opportunity to keep your game up and take lessons, get clubs fitted to your game and it's the best technology in the business added to everything else at the school," he said. "There's nothing else like it in the state."

Lastly, the school removes any excuse to come to the Wasatch Back exclusively for the golf. Despite its shorter playing season, Red Ledges is frequently recognized by top industry publications, Cates said. Now residents can perfect their game with top industry technology anytime of year, he said.

### Red Ledges Jim McLean Golf School

632 Main Street

435-657-4054

Hours: 11 a.m. to 9 p.m.