

Club Managers Association of America starts web page

ALEXANDRIA, Va. — The Club Managers Association of America (CMAA) has created a public site on the World Wide Web. The CMAA home page can be accessed at <http://www.cmaa.org>.

CMAA's homepage contains information for prospective members, industry-related professionals, and the private "members-only" areas on ClubNet. In 1995, CMAA launched a

private, on-line computer network — ClubNet. In response to feedback provided by managers using ClubNet during its first year of operation, CMAA opened its own web site and moved ClubNet onto the Web. This move eliminates a per-minute charge formerly associated with ClubNet and also allows CMAA to diversify its audience. For more information contact Tamara Tyrrell at 803-739-9500.

CMAA study

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The survey identified more than 400 managers who have agreed to be resources for other managers. This will allow CMAA to link managers who are considering a fitness facility or facing a pool renovation or major clubhouse renovations with managers who have recently done the same thing.

Highlights of the survey results include the following.

- The average age of club members has decreased by one year from 56 in 1990 to 55 in 1995. On a national level, cross-tabulations show increases in younger age groups and decreases in older age groups since 1990.

- The average initiation fee for a full membership in a country club is \$16,142, with a dues level of \$226 per month. Average golf club initiation fees are \$44,608 with a dues level of \$295 per month. The average city club initiation fee is \$2,521, with an average dues level of \$114 per month.

- Twenty-four percent of the clubs currently maintain waiting lists. This number increased to 31 percent among golf clubs, but dropped to 16 percent among city clubs. The average wait time for someone on the list is 19 months. This average has declined from 23 months in 1990.

- The survey shows that clubs are in a constant state of physical change. Half of the clubs that responded have completed golf course improvements and minor clubhouse renovations in the past five years.

- Sixty-five percent of the clubs have minimum spending requirements. This number increases to 75 percent among country clubs. The average minimum is \$648 per year.

- The average golf course supports 30,000 rounds of golf per year. Rounds of golf vary according to the number of holes and number of golfing members at the club.

- Half of the clubs have golf shops that are operated by the pro, while half operate their own shops. Cross-tabulations indicate that the majority of golf clubs operate their own shops (55 percent club vs. 38 percent pro), while the majority of country club shops are run by the pro (50/45).

- Fifty-four percent of the clubs surveyed run outside golf events. The average revenue generated from these events runs from a high of \$41,878 to a low of \$7,657.

- Twenty-eight percent of the clubs that participated in the survey have fitness centers. This number increased from 19 percent in 1991. According to the respondents, 35 percent of those clubs that do not have fitness facilities are considering them. This number includes 19 percent of the golf clubs, 41 percent of the country clubs and 23 percent of the city clubs.

- Ninety percent of the clubs are using computers in their operations. Sixty-two percent of the general managers have computers at their desks. Twenty-one percent have e-mail addresses.

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