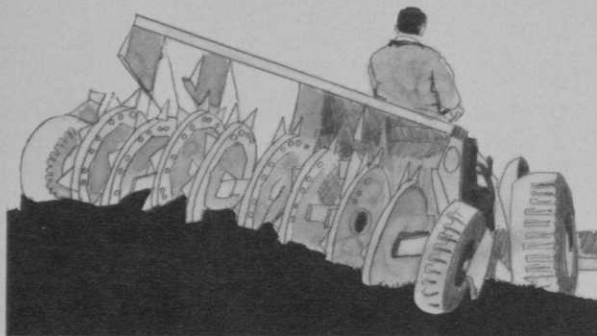


superintendents

... are fighting to keep across-the-board cost increases under control



Superintendents suffered sharp cost increases in turf materials, which inflated these 1973 expenditures to \$74.2 million—17.2 per cent over the 1972 figures of \$63.3 million.

The 10.1 per cent jump in costs for maintenance crews for regulation golf courses drove 1973 national labor expenditures to \$300.9 million—\$27.6 million over 1972. This took a large bite from club budgets already smarting from rising fuel costs for maintenance equipment and cost increases in virtually every material purchased in 1973. This, notwithstanding a 17.1 per cent—\$10.7 million—cut in labor expenditures of nine-hole courses.

Superintendents experienced some gains in salary levels. A significant decrease was evinced in the number of superintendents reporting salaries from \$5,000 to \$10,000, as high-end salary levels showed a substantial hike.

The surge of course improvement expenditures experienced in 1972 (\$106.9 million) dropped to \$96.1 million in 1973—10.1 per cent less. The overall value of maintenance equipment jumped 30.8 per cent over last year's figure to \$745.0 million. □

Notes: 1973 national grand totals in this golf course superintendent study are based on the total number of golf facilities in the United States, regulation and non-regulation courses combined. Because the amount of materials and equipment needed by a superintendent is primarily influenced by the size of the course that he and his staff maintain, figures in this study are broken down by the common size categories: nine holes, 18 holes or more and non-regulation (par-three, executive, etc.). However, in two cases—superintendents' salaries and types of irrigation systems where type of course has a primary bearing—figures are given by course classification.

In some charts averages for 1971 and 1972 and 1972 and 1973 are the same, but national projections are different. This is indicative of the growth in the number of golf facilities.

Figures in the millions have been rounded to the nearest hundred thousand dollars; figures in the thousands have been rounded to the nearest hundred dollars, and figures in the hundreds have been rounded to the nearest ten dollars. Therefore, rounded national totals, when added, may not precisely agree with national grand totals because they are the sums of unrounded figures.

SUPERINTENDENTS' TABLES AND GRAPHS

Turf materials		Value of equipment to date	
Average expenditures	65	Average	70
National expenditures	65	National grand totals	72, 73
National grand totals	67	Superintendents' salaries	
Golf course improvements		All course types	70
Average and national expenditures	69	Each course type	72, 73
National grand totals	69	Irrigation systems	
Golf course labor		Course size and course type	74
Average and national totals	69	Over-all response	74
National grand totals	69		

AVERAGE EXPENDITURES FOR TURF MATERIALS

Size of facility	Fertilizers	Fungicides	Grass seed	Soil amendments	Herbicides	Insecticides
9-hole						
1971	\$1,100	\$530	\$400	\$390	\$460	\$330
1972	\$1,400	\$610	\$310	\$120	\$170	\$180
1973	\$1,200	\$610	\$220	\$240	\$200	\$170
Budget 1974	\$1,300	\$750	\$310	\$230	\$400	\$200
18-hole or more						
1971	\$4,200	\$1,900	\$1,200	\$840	\$860	\$660
1972	\$3,900	\$2,800	\$1,100	\$610	\$660	\$500
1973	\$4,800	\$2,900	\$1,400	\$940	\$1,000	\$810
Budget 1974	\$5,400	\$3,600	\$1,600	\$920	\$1,200	\$920
Non-regulation						
1971	\$1,400	\$430	\$340	\$450	\$660	\$350
1972	\$2,200	\$710	\$270	\$300	\$270	\$180
1973	\$1,400	\$700	\$300	\$430	\$500	\$250
Budget 1974	\$1,600	\$700	\$500	\$130	\$500	\$270

NATIONAL EXPENDITURES FOR TURF MATERIALS

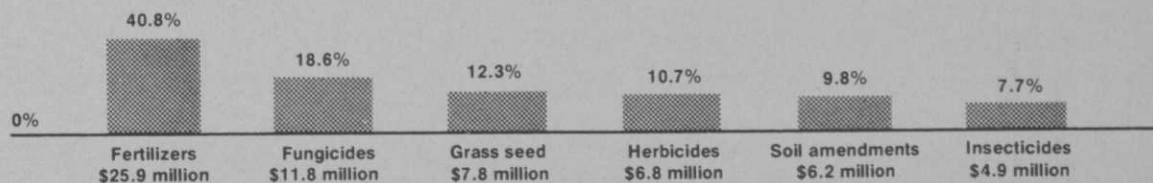
Size of facility	Fertilizers	Fungicides	Grass seed	Soil amendments	Herbicides	Insecticides
9-hole						
1971	\$5.2 million	\$2.5 million	\$1.9 million	\$1.8 million	\$2.2 million	\$1.6 million
1972	\$6.5 million	\$2.9 million	\$1.5 million	\$579,600	\$821,900	\$850,400
1973	\$5.7 million	\$2.9 million	\$1.1 million	\$1.2 million	\$963,000	\$818,600
Budget 1974	\$6.5 million	\$3.6 million	\$1.5 million	\$1.1 million	\$1.9 million	\$943,700
18-hole or more						
1971	\$19.1 million	\$8.8 million	\$5.5 million	\$3.8 million	\$3.9 million	\$3.0 million
1972	\$18.6 million	\$13.5 million	\$5.1 million	\$2.9 million	\$3.1 million	\$2.4 million
1973	\$23.2 million	\$13.8 million	\$6.8 million	\$4.5 million	\$5.0 million	\$3.9 million
Budget 1974	\$26.2 million	\$17.4 million	\$7.7 million	\$4.4 million	\$6.0 million	\$4.5 million
Non-regulation						
1971	\$1.6 million	\$470,800	\$377,400	\$499,500	\$732,600	\$388,500
1972	\$2.6 million	\$843,200	\$315,500	\$360,500	\$316,700	\$207,600
1973	\$1.7 million	\$847,000	\$363,000	\$520,300	\$605,000	\$296,500
Budget 1974	\$1.9 million	\$847,000	\$605,000	\$157,300	\$605,000	\$326,700

continued on page 67

100%

EXPENDITURES FOR TURF MATERIALS 1971 NATIONAL GRAND TOTALS

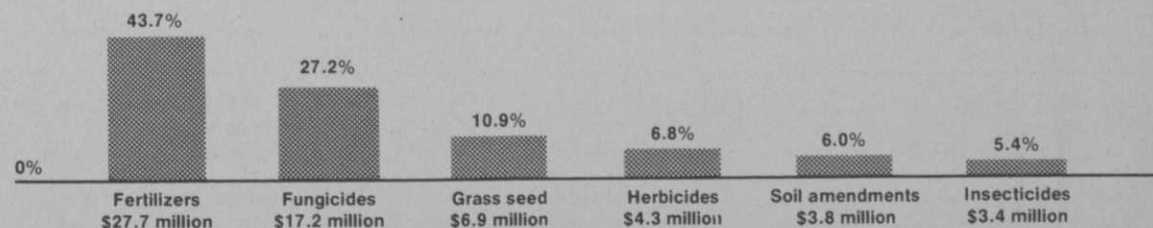
100% = \$63.5 million
Up 6.5% from 1970 total of \$59.6 million



100%

EXPENDITURES FOR TURF MATERIALS 1972 NATIONAL GRAND TOTALS

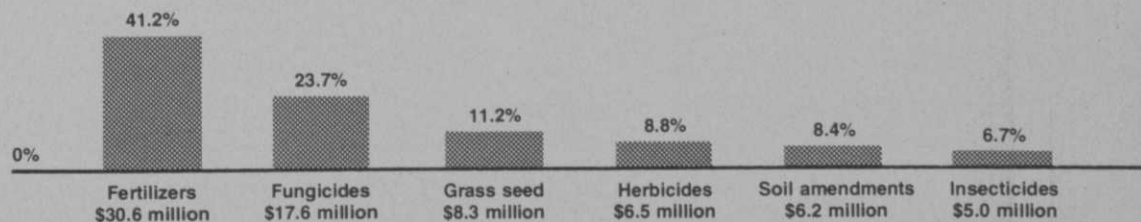
100% = \$63.3 million
Down .31% from 1971 total of \$63.5 million



100%

EXPENDITURES FOR TURF MATERIALS 1973 NATIONAL GRAND TOTALS

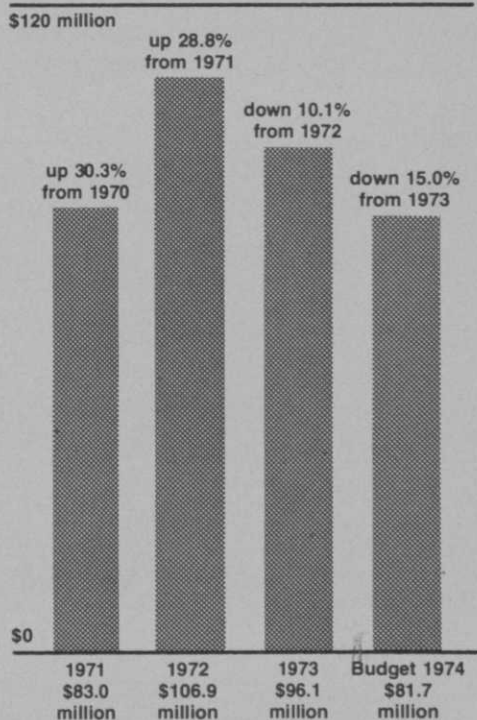
100% = \$74.2 million
up 17.2% from 1972 total of \$63.3 million



*Note: Figure over each bar indicates the percentage that the item's dollar volume contributed to the national grand total.

continued on page 69

EXPENDITURES FOR GOLF COURSE IMPROVEMENTS NATIONAL GRAND TOTALS

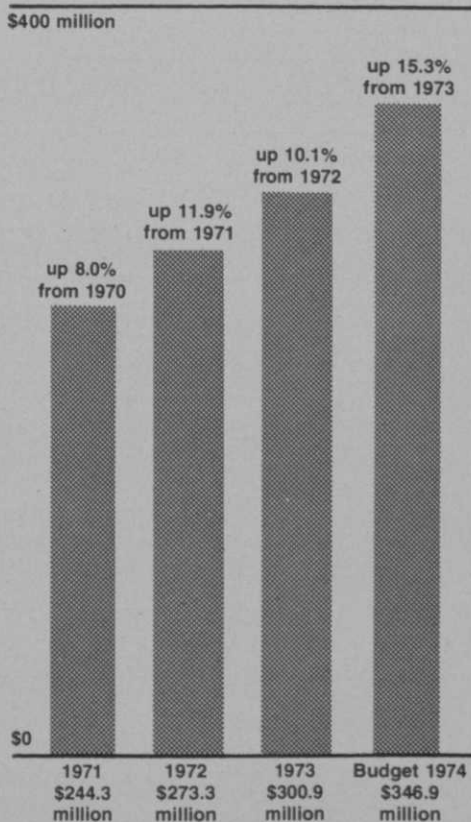


EXPENDITURES FOR GOLF COURSE IMPROVEMENTS

Course size	Average per facility	National totals
9-hole		
1971	\$ 3,300	\$15.5 million
1972	\$ 4,000	\$19.0 million
1973	\$ 2,900	\$13.8 million
Budget 1974	\$ 2,500	\$12.0 million
18-hole or more		
1971	\$14,100	\$64.0 million
1972	\$18,000	\$85.3 million
1973	\$16,700	\$80.8 million
Budget 1974	\$14,300	\$69.1 million
Non-regulation		
1971	\$ 3,100	\$ 3.4 million
1972	\$ 2,200	\$ 2.6 million
1973	—*	—*
Budget 1974	—*	—*

*Insufficient response for valid average and projection

EXPENDITURES FOR GOLF COURSE LABOR* NATIONAL GRAND TOTALS



*Exclusive of superintendents' salaries

EXPENDITURES FOR GOLF COURSE LABOR*

Course size	Average per facility	National totals
9-hole		
1971	\$ 9,500	\$ 44.9 million
1972	\$11,900	\$ 56.6 million
1973	\$ 9,500	\$ 45.9 million
Budget 1974	\$10,300	\$ 49.4 million
18-hole or more		
1971	\$40,500	\$184.3 million
1972	\$42,900	\$203.8 million
1973	\$51,000	\$246.3 million
Budget 1974	\$57,100	\$275.7 million
Non-regulation		
1971	\$13,600	\$ 15.1 million
1972	\$10,900	\$ 12.9 million
1973	—**	—**
Budget 1974	—**	—**

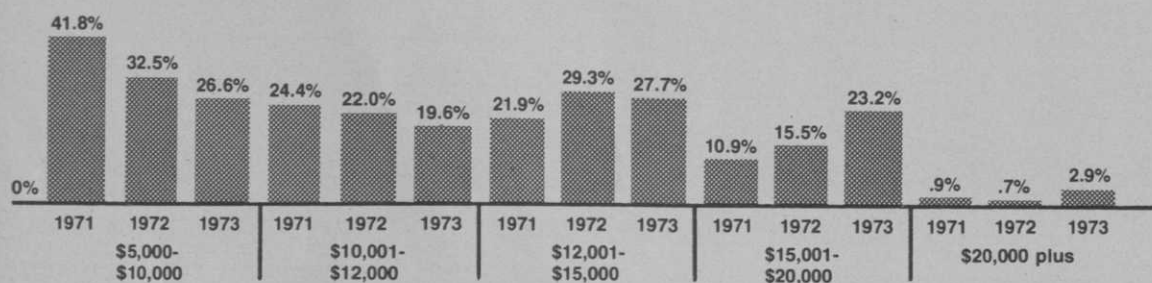
*Exclusive of superintendents' salaries

**Insufficient response for valid average and projection

continued

SUPERINTENDENTS' SALARIES
(per cent of response, all course types combined)

100%



AVERAGE VALUE OF EQUIPMENT TO DATE

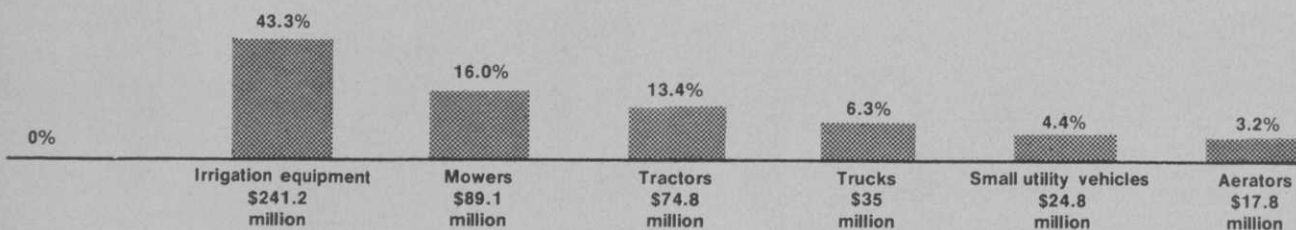
	9-hole			18-hole or more			Non-regulation		
	1971	1972	1973	1971	1972	1973	1971	1972	1973
Irrigation equipment	\$7,700	\$9,800	\$8,800	\$41,700	\$41,500	\$65,300	\$13,000	\$5,400	\$6,100
Tractors	\$3,900	\$4,800	\$4,200	\$11,100	\$12,800	\$13,100	\$5,200	\$5,200	\$4,600
Mowers	\$4,900	\$5,100	\$5,800	\$12,900	\$13,200	\$17,300	\$6,100	\$8,100	\$4,400
Trucks	\$1,600	\$1,300	\$1,500	\$4,500	\$5,200	\$5,700	\$6,200	\$1,400	\$2,800
Small utility vehicles	\$1,200	\$830	\$1,500	\$3,800	\$3,700	\$4,600	\$1,900	\$1,600	\$2,200
Sprayers	\$690	\$800	\$860	\$1,900	\$2,000	\$2,400	\$1,100	\$860	\$1,100
Aerators	\$1,100	\$990	\$970	\$2,400	\$2,400	\$2,800	\$1,600	\$980	\$700
Shredders	\$620	\$220	\$300	\$940	\$640	\$940	—*	\$80	\$240
Spreaders	\$450	\$380	\$430	\$930	\$970	\$1,100	\$380	\$360	\$330
Spikers	\$530	\$350	\$390	\$700	\$830	\$760	\$1,000	\$410	\$1,200
Trailers	\$260	\$220	\$230	\$530	\$1,000	\$720	\$350	\$160	—*
Other equipment	\$1,700	\$880	\$1,100	\$6,200	\$3,800	\$7,700	\$700	\$940	—*

*Insufficient response in this category for valid averages

continued on page 72

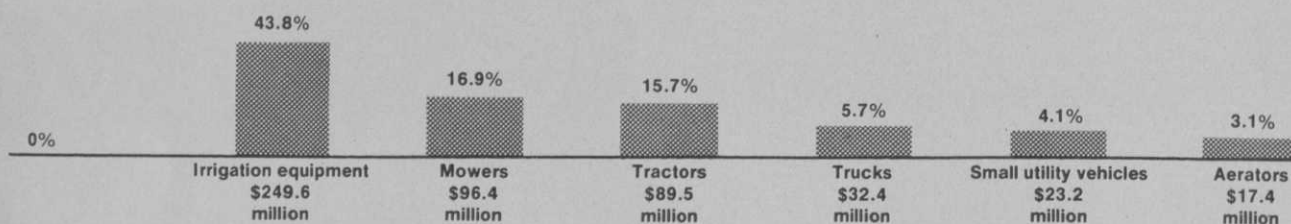
100%

VALUE OF EQUIPMENT TO YEAR END - 1971 NATIONAL GRAND TOTALS



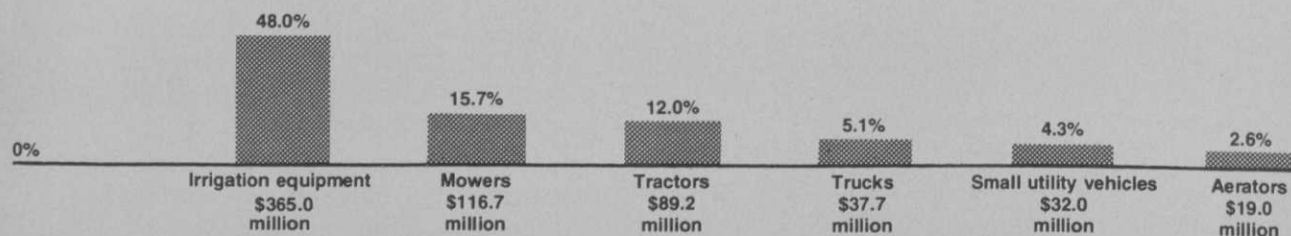
100%

VALUE OF EQUIPMENT TO YEAR END - 1972 NATIONAL GRAND TOTALS



100%

VALUE OF EQUIPMENT TO YEAR END - 1973 NATIONAL GRAND TOTALS

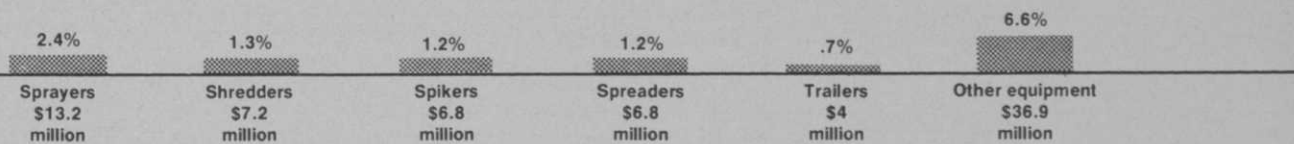


ANNUAL SUPERINTENDENTS' SALARIES (per cent of responses in each course type)

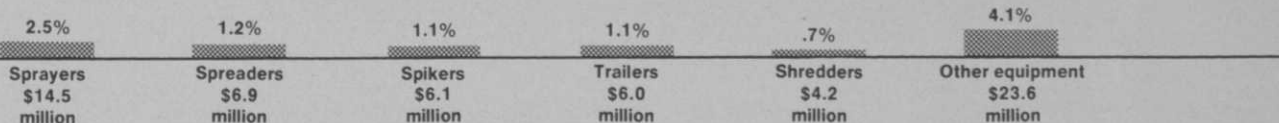
Salary ranges	Private			Semi-private			1971
	1971	1972	1973	1971	1972	1973	
\$5,000-\$7,500	14.6%	4.9%	6.5%	20.6%	23.4%	19.6%	14.8%
\$7,501-\$10,000	14.0%	13.2%	10.4%	42.2%	29.6%	17.6%	18.5%
\$10,001-\$12,000	25.6%	22.2%	14.9%	22.5%	27.2%	25.5%	18.5%
\$12,001-\$15,000	26.8%	31.9%	29.2%	12.7%	19.8%	33.3%	29.6%
\$15,001-\$17,500	15.2%	19.4%	19.5%	0%	0%	2.0%	11.1%
\$17,501-\$20,000	3.0%	6.9%	14.9%	1.0%	0%	2.0%	3.7%
\$20,000 plus	.6%	1.4%	4.6%	1.0%	0%	0%	3.7%

*Insufficient response for valid percentages

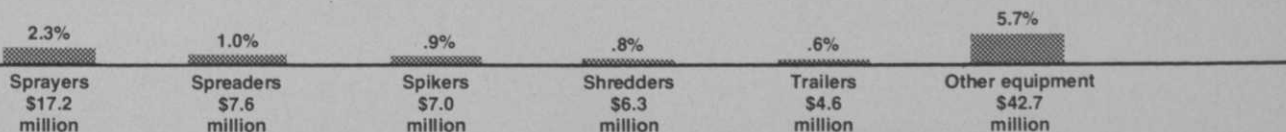
100% = \$557.6 million
down 1.7% from 1970



100% = \$569.8 million
up 2.2% from 1971 total of \$557.6 million



100% = \$745.0 million
up 30.8% from 1972



Hotel/Resort		Public			Non-regulation		
1972	1973	1971	1972	1973	1971	1972	1973
0%	0%	37.0%	11.9%	15.1%	0%	0%	—*
30.0%	23.1%	14.8%	30.9%	30.2%	33.3%	11.1%	—*
0%	23.1%	29.6%	16.7%	26.4%	66.7%	55.6%	—*
60.0%	15.4%	18.5%	30.9%	20.7%	0%	33.3%	—*
0%	15.4%	0%	7.1%	5.7%	0%	0%	—*
10.0%	15.4%	0%	2.4%	1.9%	0%	0%	—*
0%	7.6%	0%	0%	0%	0%	0%	—*

*Note: Figures over each bar indicates the percentage that the item's dollar volume contributed to the national grand total.

continued

TYPES OF IRRIGATION SYSTEMS PRESENTLY INSTALLED

Response by course size

Course size	Automatic			Semi-automatic			Manual		
	1971	1972	1973	1971	1972	1973	1971	1972	1973
9-hole	10.3%	11.2%	20.0%	25.8%	19.1%	17.0%	63.9%	69.7%	63.0%
18-hole or more	27.6%	23.8%	31.0%	19.0%	15.9%	23.0%	53.4%	60.3%	46.0%
Non-regulation	20.0%	22.2%	—*	20.0%	11.1%	—*	60.0%	66.7%	—*

Response by course type

Course type	Automatic			Semi-automatic			Manual		
	1971	1972	1973	1971	1972	1973	1971	1972	1973
Private	25.3%	22.6%	32.0%	17.8%	15.1%	18.0%	57.0%	62.3%	50.0%
Semi-private	14.9%	13.5%	15.0%	25.4%	20.2%	24.0%	59.6%	66.3%	61.0%
Hotel/Resort	40.6%	28.6%	50.0%	12.5%	14.3%	17.0%	46.9%	57.1%	33.0%
Public	21.9%	22.0%	30.0%	25.0%	16.0%	14.0%	53.1%	62.0%	56.0%

*Insufficient response for valid percentages

OVER-ALL RESPONSE

