

Table 8.
Employment by Florida golf courses, 2000.

Employee Type	Respondents		Mean	Standard Error	Expanded Total
	Number	Percent			
Golf course maintenance, full-time	221	99%	16	1	21,205
Golf course maintenance, part-time/seasonal	156	70%	3	0	2,396
Clubhouse/other, full-time	190	85%	27	3	30,170
Clubhouse/other, part-time/seasonal	167	75%	19	2	18,268
Total Employment	222	100%	56	4	72,038

Golf Course Employment

Employment is a vital indicator of an industry's contribution to a local, regional, or national economy. Wages stimulate an economy when they are spent locally in the purchase of other goods and services. In 2000, Florida's golf-course industry employed a total of 72,038 people, including 51,375 full-time workers and 20,663 part-time workers (Table 8).

Almost one-third (32.7 percent) of these full- and part-time employees worked on golf course maintenance activities, while the remaining two-thirds (67.3 percent) worked for the golf course clubhouse and/or related food service or recreational concerns.

The average golf course employed 16 full-time and three part-time people for its highly intensive maintenance work, which includes both the care of the course and the equipment used to maintain the turf-grass. On a per-acre basis, this translates into roughly one person for every 5 acres of maintained grass.

At two-thirds of the total, the clubhouse component of the golf facility utilizes the larger share of total employment, due primarily to the larger number of separate business activities. For example, depending on the size of the facility, services may include hotel operations, restaurant management and service, and recreational services such as golf and tennis instruction. The average golf course employed 27 full-time people and 19 part-time or seasonal labor for clubhouse-related activities.

On average, total facility employment translates into one employee for every \$150,000 of financial assets - land, vehicles and equipment, irrigation systems, and golf-owned buildings and installations.

These figures attest to the substantial employment impact Florida's golf course industry has on the state's economy. Put in different perspective, golf course industry employment was close to the 80,000 people that work for all the theme and amusement parks in the state and greatly exceeded the 50,000 wage and salaried employees in agriculture (Florida Statistical Abstract 2000).

Summary

Economic impacts of the Florida golf industry were estimated for year 2000 based upon a survey of golf courses, together with other published data and regional economic models. Respondent golf courses were classified as private (50%), semi-private (27%), public (14%), municipal (9%), resort (5%), and military (1%).

Total annual revenues amounted to \$4.44 billion (Bn), including membership and initiation fees (38%), playing fees (27%), food and beverage services (18%), retail sales (6%), lodging (4%), and miscellaneous other activities (9%). The revenues for year

2000 were 49 percent higher than a previous estimate of \$3.0Bn in 1991-92, representing an average annual growth rate of 5 percent in nominal dollar terms.

Total industry employment was 73,000 persons, including clubhouse personnel (68%), and golf course maintenance personnel (32%), with 71 percent as full-time and 29 percent as part-time, temporary or seasonal employees.

Water used for irrigation amounted to 173 billion gallons, of which surface waters were the dominant source (90%), with lesser amounts from recycled water sources (7%) and wells (3%). Compared to 5 years ago, water use per acre was increased by 9 percent of firms, decreased by 42 percent, and remained the same for 42 percent. Fertilizer use per acre was increased by 29 percent of firms, decreased by 18 percent, and remained the same for 47 percent. The irrigation control system was automated by 94 percent of courses.

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PLANTS OF THE YEAR FOR 2002 - PART 3

Editor's Note: This program, sponsored by the Woody Division of the FNGA, introduces purchasers to under-utilized, but proven Florida plant material. Selected each year by a panel of horticulturists, nurserymen, educators, landscape architects and other professional members of the horticulture industry, these plants have attributes which attract wildlife or have minimal maintenance impact on the environment.

Robin Holly

BOTANICAL NAME: *Ilex x 'Robin'* (tm) 9486
HARDINESS: Zones 7-9
MATURE HEIGHT AND SPREAD: 10'-15' tall, 6'-8' wide

CLASSIFICATION: Evergreen shrub
LANDSCAPE USE: Specimen shrub, small tree or hedge

CHARACTERISTICS: large, dark green spiny leaves have a reddish-maroon foliage when new growth emerges. The glossy foliage shows off the red berries of this improved plant.



Hidden Ginger

BOTANICAL NAME: *Curcuma zedoaria*
HARDINESS: Zones 8-11

MATURE HEIGHT AND SPREAD: 4'-5' tall
CLASSIFICATION: Perennial
LANDSCAPE USE: Specimen or ground cover for shade

CHARACTERISTICS: Maroon colored inflorescence with yellow flowers appears in the spring before the foliage. Leaves are tropical looking with a purple midrib. The bloom can be cut for a long-lasting cut flower.



Mammy Croton

BOTANICAL NAME: *Codiaeum 'Mommy'*
HARDINESS: Zones 9B-11
MATURE HEIGHT AND SPREAD: 3'-5' tall, 2'-3' wide

CLASSIFICATION: Colorful shrub for full sun
LANDSCAPE USE: Accent, hedge or specimen

INTERIORESCAPE USE: Color specimen in very high light
CHARACTERISTICS: Leaves are a fiery orangish-red with variegation of green and yellow. The narrow leaves form a slight twist to give this plant a different look from the ordinary croton.

